SHODHSAMHITA
शोधसंहिता
ISSN 2277-7067
UGC CARE Group 1

REVIEW OF LITERATURE ON VOLUNTARY RETIREMENT SCHEMES

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Abstract:
Voluntary retirement is defined as: "a legal status by which an employee ceases to be associated with his or her organization on either a temporary or permanent basis". This paper will explore the concept of voluntary retirement schemes, and whether or not they actually work. A literature review will be conducted to provide an understanding of the topic, followed by a discussion on the findings. Finally, a conclusion will be drawn based on the research. The paper contributes to the body of knowledge on voluntary retirement schemes through the review of literature, however more research is required to understand the working of these schemes. The paper is divided into 3 sections - the introduction, literature review and conclusion.

Keywords: Voluntary retirement, mandatory retirement, phased retirement.

Introduction:
The first part of this study will explore voluntary retirement schemes. Voluntary retirement is defined as: "a legal status by which an employee ceases to be associated with his or her organization on either a temporary or permanent basis" (Murray, 2010).Despite having a statutory retirement age of 60 years in place in India, employers still have to contend with an ageing workforce which is becoming increasingly more expensive to retain and retrain. This has led to employers finding ways to encourage early retirement through voluntary schemes such as buyouts, retiring-on-job options and phased retirements (Reddy et al., 2003). Such schemes are actually not new; they were first introduced by organisations such as IBM in the 1970's (Billington & Woodhall, 1999) - especially for older workers whose value to the company was degrading rapidly because of their age (Van Vuuren & Van Zyl, 2009). These schemes were mainly implemented for early retirement in order to reduce the overall cost of retaining and retraining older, expensive employees (Billington & Woodhall, 1999; Reddy et al 2003). With an increase in older workers wanting to keep working beyond their statutory retirement age (Ekerdt, 1983), employers found that such schemes were not only ineffective but were quickly becoming a drain on company resources (Reddy et al., 2003) - especially because these schemes offered few incentives to employees going through them. Also, there was no guarantee that this would actually reduce the number of retirees from the workforce because some employees may have already been planning to retire within a year or so anyway. This led companies to explore other options as phased retirements - a concept that was based on the premise that when older workers retired, they would no longer be doing their previous work but focus on other tasks that were more suitable for their age group (Billington & Woodhall, 1999). Phased retirements soon became favoured over retiring-on-job options because phased retirees continue to contribute to the company even after they have retired in another capacity or position. Also, this meant reduced HR costs which in turn reduced financial costs. However, with time it was realised that despite early retirement incentives and generous retirement packages (which sometimes included loans), not all employees who were eligible for voluntary schemes would take enticements to leave (Reddy et al., 2003) - especially if their performance evaluations showed that they could still perform their jobs effectively. In some cases, simply offering a voluntary scheme to all employees could be just as effective because more workers may use the scheme than had been estimated (Reddy et al., 2003).

The problem with voluntary schemes is that they have not been tested for validity and reliability due to a lack of empirical studies conducted on them so far (Baruch & Holtom, 2008). This is especially true for developing countries where the number of older employees in work is increasing. However, if these schemes are going to become effective tools in helping employers

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expensive for employers because it does not reduce the number of employees within the company. However, employees are less likely to be concerned about losing health benefits or pension contributions since they will still receive the same amount that they would have received had they retired on their official date.

Type 2 (Compulsory Early Retirement):

According to Billington and Woodhall (1999), this type of scheme requires employees who are close to reaching their retirement age to retire before it due to financial issues caused by negative impacts created through people living longer than expected. According to Baruch and Holtom's 2008) research, employers began to offer early retirement schemes to employees who were close to their official date of retirement after the tax issues that resulted from Type 1 schemes, "When Medicare was introduced in 1965, higher taxes for Table 7.1: Early Retirement Scheme Categories (Billington & Woodhall 1999; Baruch & Holtom 2008) federal employees on their benefits caused many retired workers with health coverage to seek employment elsewhere" (p. 164).

Type 3 (Pension Reforms):

During this type of scheme, employers will encourage both new and existing staff members on standard pension arrangements to switch these arrangements into less favourable ones in order to hold down costs while still remaining competitive in the labour market (Billington & Woodhall 1999).

This way, employers are able to maintain low wage demands from staff members who have little choice but accept the new arrangements being offered because they fear their job security will be affected if they do not (Billington & Woodhall 1999). However, it is argued that this type of scheme only serves to force lower paid employees into retirement sooner than expected while allowing better paid employees to remain in service..(Billington & Woodhall 1999).

Baruch and Holtom (2008) argue that while there is some literature available on voluntary early retirements, compulsory ones are more difficult to find because they raise ethical issues for both company representatives conducting reviews and employees being reviewed...(p.164). This is because they can be characterised as forcible retirement.

In Type-2 of early retirement was mainly associated with companies experiencing restructuring during the 1980s or earlier which led to cuts in workforces and, subsequently, cuts in wages for remaining employees (Billington & Woodhall 1999).

According to Billington and Woodhall (1999), these occupations include jobs within the steel industry where workers who were close to reaching their official date of retirement were forced into an early retirement scheme due to financial reasons. However, Baruch and Holtom's 2008) research found that only 30% of compulsory schemes resulted from this while 70% came about due to poor economic conditions.

Accordingly, researchers identified that companies that use this type of early retirement tend to be small in size with low level profits, poor cash flows and little prospect of obtaining finance from the capital markets (Billington & Woodhall 1999). This is because it can often come about when a company becomes distressed due to external problems such as a recession or a drastic reduction in sales. As a result, it has tended to be seen by employees as a strategy used by employers who have failed to manage their business well enough so as prevent bankruptcy...(Billington & Woodhall 1999).

Accordingly, researchers found that compulsory early retirements were more likely to occur during periods where there was no choice but "to accept almost anything" in order to avoid being made redundant (Dorman 2001 cited in Billington & Woodhall 1999). This is because employers can dismiss workers at the time of restructuring, but cannot make them redundant (Billington & Woodhall 1999). This therefore helps to reduce operating costs for companies as they only need to provide minimal redundancy payments...(Billington & Woodhall 1999). Furthermore, it shows how early retirement schemes are often used as a cost-reduction strategy by companies during times where there is little choice out to forego other strategies.

Type 3 (Voluntary Early Retirement): This type of early retirement was found to have increased significantly since the mid-1990s and was mainly associated with the baby boomer generation nearing retirement age who expressed an interest in exiting from the workforce early to enjoy their retirement (Billington & Woodhall 1999).

Consequently, it would be beneficial for research to consider all three types of early retirement in the study. This is because even though this type of early retirement has tended to be favoured by employees due to its voluntary nature, it does still show how companies are using these schemes as a cost-reduction strategy. Thus, the factors identified within the literature review need to take into consideration each of these types so that they can clearly identify which factors influence companies' decision-making processes...(Baruch and Holtom 2008)

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ISSN 2277-7067
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with it.

When it comes to choosing between these two methods, both have their own advantages. The retraining process is cost-effective since you don't have to pay for new hires as well as the time invested in training them. However, this process also takes a lot of time and usually does not yield immediate results.

Case 1

The researcher has provided two case studies of companies who have recently used Human Capital Analytics in their organizations. These show how they were able to benefit from the tool and streamline their hiring process while taking corrective measures at the same time.

A large multinational company with offices all over the world decided that a new technician needed to be hired for one of its subsidiaries located in Europe. The company conducted a thorough analysis of its workforce and came up with several recommendations which would help them recruit new employees effectively.

In order to attract the right talent, they used Human Capital Analytics in the first step. This allowed them to find out which technologies were lacking in their organization and how important these skills were. They then used this information to identify a suitable candidate for the job. The data provided by Human Capital Analytics helped them reveal the exact skill sets required for various jobs with high accuracy, so that they knew which applicants to hire. The company also conducted a survey of other large organizations in their industry in order to check their performance against competitors, so that they could use this data as a benchmark.

Case 2

The other case study involved a large Texas based energy organization. They had many engineers who needed to be retrained to stay on top of the latest technology. One of the main reasons for the shortage was because a lot of these workers had received training in generation and distribution technologies which were no longer used in their organization.

The company used Human Capital Analytics to help them find out what they needed in terms of new hires, so that they could avoid hiring experienced and highly skilled workers who would have little use in their organization. They also used this data to identify employees with special skills like a digital marketing background which would be beneficial to their organization. They, therefore, hired people with a 'window' into this area with a view to retrain them within the company.

The key to success in this type of situation is that all parties must be involved in the decision-making process and understand the benefits of Human Capital Analytics. All requests and suggestions must be considered as they are a vital part of the recruitment process.

Even though Human Capital Analytics will help your organization, it is not a magic bullet. If you fail to take corrective measures when data suggests that your workforce needs retraining, things could quickly get out of control. For example, if newly hired talent doesn't learn what they are supposed to within the organization, their experience with software packages could prove inefficient in the long run. In such cases, retraining them becomes very expensive and time consuming.

Overall, the study has found that there are many benefits of using Human Capital Analytics in an organization.

With regards to the IT sector, the following are the benefits:

1. It helps in the recruitment process, improving the candidate selection skills of an organization.
2. It improves employee productivity and innovation.
3. A significant increase in retention rate can be achieved by using Human Capital Analytics since it helps to align a company's goals with its employees' goals.
4. It can also be used to find out which employees are suitable for a promotion, since the data provided allows an organization to come up with accurate ratings for workers and their performance levels.

Disadvantages: Key Disadvantages are as follows.

• There are many different types of talent in an organization which means that the data obtained from Human Capital Analytics is not always going to be accurate. Therefore, it is necessary to accept the limitations of this tool and take into consideration other factors in a company's hiring process

• The data collected may not always be accurate as many people working at an organization may be able to collect fake data by using unethical measures such as lying in their surveys.

IMPACTING PARAMETERS ON CUSTOMER EXPERIENCE MANAGEMENT IN RETAILING: A CUSTOMER-CENTRIC APPROACH

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Abstract

The conceptual research paper investigates how varied variables through retail activities can influence customer perception and experiences that lead to actual purchases by customers. There are a variety of approaches to provide a superior customer experience that should result in higher customer happiness, through Technological competence, Retail atmosphere, consumption, Decisions in Merchandise Offerings, and service interface. A client journey involves many physical and virtual touch points triggered by affective, cognitive, behavioral, and symbolic responses triggered by in-store experiences. This research uncovers the consumer path prompted by valuable experiences that lead to the intent to return to an outdoor wear company. Consumer requirements are still at the heart of purchasing decisions in today's volatile and fast-paced retail environment. Marketing Research and the Marketing discipline have evolved significantly over the previous three decades. In this VUCA era, we've seen a series of paradigmatic upheavals due to customer-centricity. The focus of retail is changing away from brick-and-mortar businesses and toward the Omni-channel buying phenomena, and This conceptual paper explores in the light of the chosen retail activities.

Keywords: Consumer Behaviour; Retail Environment, Touchpoints, Customer experience, purchase intentions, word-of-mouth

Introduction

The rapid advancement of technology has made it difficult for brick-and-mortar stores to stay current and appealing to customers. Both are attempting to create memorable customer experiences. As it takes a vertical jump into an undiscovered buying environment, the e-commerce process is about to undergo a huge upheaval. As a result, there is a compelling need to understand essential retailing sectors where new innovative strategies are boosting the organization in order to totally realize where the retailing phenomenon will expand in the future. Business firms are facing an unexpected difficulty as a result of the market upheaval. A strong desire to achieve will be essential, but it will not be enough to gain a competitive advantage on its own. A more extensive abandoning of old ways of working in favor of fresh techniques is required. It may maintain increasing levels of speed, nimbleness, efficiency, and accuracy by rethinking existing operating paradigms that restrict firms from realizing their full potential and combining digital technology and operational competencies in integrated, customer-centric strategies. Traditional operational models have a basic fault in that they prioritise internal competencies over customer-centric expectations and seek the organization's critical orienting point. Another stumbling block is the strong, distinct silos that characterize so many of today's businesses. Finally, in many cases, top-management persistence is required.

Research Significance: This conceptual research paper explores varied retail activities. These are independent variables. These impacts on consumer behavior largely through understanding consumer perception and consumer experience management. It is understanding consumers' preferences toward actual purchases. This shows the varied aspects of retail a significant impact on consumers and not only attracting but trying to retain them. This is possible by knowing what consumer needs are and by offering them additional customer value. It leads to strengthening customer relationships and exhibiting more sales through frequent purchases.

Research Purpose

Technology, Retail atmosphere, Customer engagement, merchandise offerings, and service interface are certain aspects that are much impactful and hence are taken under consideration in the study. How they impact on consumer experience through understanding customers well culminating towards smooth sales. Thus the purpose of the research is to explore the impact of each retail activity leading to better customer relationships toward purchasing.

Objectives

1.To understand the factors impacting on Customer Experience

2.To develop a conceptual model based on the independent and dependent variables

3. To understand the role of retailing activities impacting consumer behavior.

Retail Activities **Customer Behaviour** **Outcome**

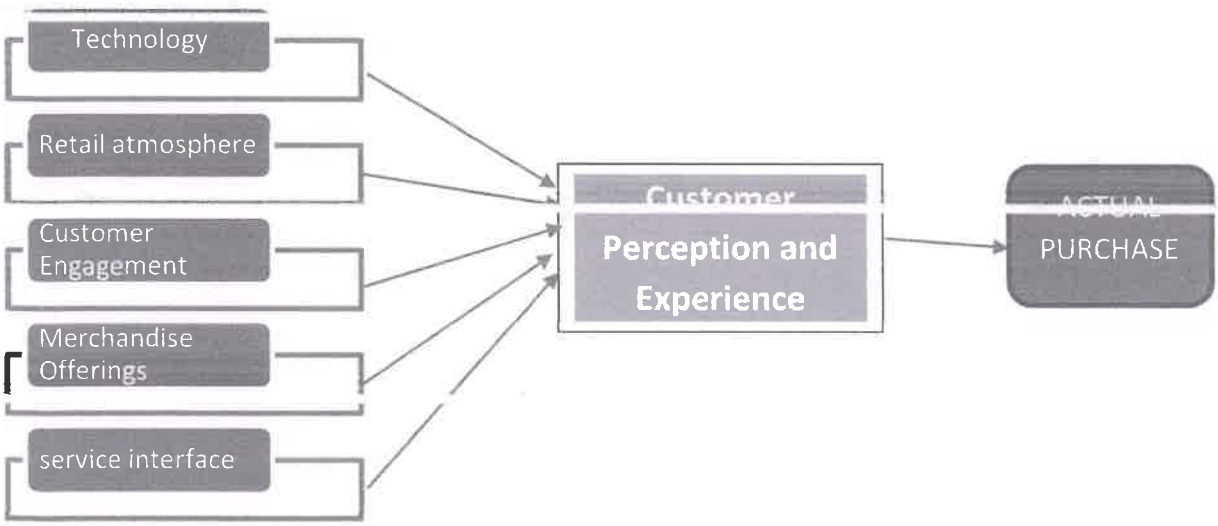

FIG 1. Source: Amit Medhekar et .al . 2022

Above mentioned retail activities impacts Consumer behavior through consumer perception and experience which ultimately lead to Actual purchase.

Customer Experience and Technology

Due to technological breakthroughs that can benefit both customers and businesses, retailing is undergoing a huge upheaval. Thanks to technology, consumers may make better-informed decisions, receive more relevant and valuable offers, and obtain faster service. Because of the technologically designed efficiency, it also helps retailers contact the correct customers at cheaper prices. More than lower costs and creative products are necessary to compete in today's economic climate and challenging retail environment. To thrive in the ruthless world of business, large trade firms must focus on the customer's purchasing experience. To improve a customer's experience, businesses must first understand what the term "customer experience" means. Customer experience refers to the points where a customer interacts with a company, a product, or a service. The term "customer experience management" refers to a business approach to customer experience management. It's a technique that permits the store and its customers to benefit from a value exchange that benefits both parties.

In today's environment, consumers are exposed to information about goods and services in multi-layered, Omni channel settings. Retailers who can establish relationships with their customers by giving critical information and selecting, providing, and communicating value stand out. As a result, there is a high level of customer participation. Technology can assist retailers in identifying profitable customers. Customers can also make well-informed decisions about which products or services they want to purchase. However, not all consumer decisions are made after thorough research and consideration. Some decisions are made on the spur of the moment while shopping online or in stores, and they are typically influenced by the retailer's well-prepared visual presentations and product assortments.

According to one survey, 70% of app users said the app's "look and feel" was a positive indicator, and 61% of customers said they were more likely to buy from businesses that provided personalised content. Three-quarters of internet users expected help within six minutes, and they put as much faith in online reviews as they did word of mouth (WOM). It's also obvious that those expectations will continue to climb at a breakneck pace, testing a company's profitability against its ability to provide services in creative ways and manage a complex array of technology, marketing strategies, and operational competencies. In this vibrant and fast-changing sector, significant windfalls will arise to shape and augment revenue, improve customer experience, and save expenses.

When customers enter the store, they can scan their Android phones or smartphones to select items and exit. Computer vision, sensor fusion, and deep learning technologies can recognise when products are taken from or returned to shelves and keep track of items in a virtual cart on their own. When customers leave the store, they are charged and given an automatic receipt. To use the service, customers only need a smartphone, an Amazon account, and the Amazon Go app. These cutting-edge technologies are altering people's purchasing habits and will set new benchmarks for what buying can and should be in the future.

Personalization technology have helped both consumers and retailers. On the other hand, a personalization–privacy contradiction is worth addressing. Customers' relationships with businesses can be increased or hurt by personalising evidence for them, because they may learn how much data and information businesses have on them and become concerned about their privacy. As a result, merchants must exercise caution when exploiting customer data in a way that perpetuates the personalization–privacy dilemma (Aguirre et al. 2015). We'll have to wait and see if these cutting-edge technologies have the same impact on all types of retailing and crowds of people. Retailers use apps to offer a variety of incentives. These apps, on the other hand, would be particularly beneficial to stores that use high–low pricing strategies or offer rebates. Otherwise, store apps are the most effective way to reach budget-conscious customers.

Deshmukh

Customer Experience and Retail Atmosphere

The phrase "atmosphere" relates to a customer's immediate surroundings, which encompasses their senses of smell, touch, hearing, sight, and tasting. This is due to the fact that, in addition to goods and services, the environment plays a vital role in the buying process (Kotler, 1973). In addition, the physical environment includes layout, interior architecture and décor, lighting, music, fragrances, and cleanliness (Baker, 1986). Previous research has found that the physical environment has a substantial impact on patronage behaviour. Visual appearances such as lighting, background music, colour, and visual items, according to Bohl, have been the most powerful persuasion variables when compared to other elements (2011). As a result, academics have looked into how retail store cues such as flooring, cleanliness, lighting, smells, artwork, rack arrangement, and décor affect customers' shopping experiences, and hence their enjoyment and loyalty. Indirectly, it will assist the retailer in achieving good retail sales results. Turley and Milliman (2000) also feel that the environment has an impact on a company's success or failure. This is due to the fact that, after paying a high price for everything, people now prefer the appearance and convenience of retail establishments. Aside from that, the store setting has given the retailer the opportunity to design a positioning strategy, create a store image, and differentiate their firm from the competitors.

Assortments, according to researchers, giving a varied product selection in a retail store can entice more people to visit. The ability of a retailer to provide a varied, unique, and high-quality range of products to its customers is referred to as assortment (Verhoef et al., 2009). Retailers must overcome selection disparities as channel intermediaries, which means they must supply and provide a variety of all items clients require in order to attain complete satisfaction from all products. Furthermore, customers demand a diverse selection of products from which to choose in order to meet their ever-changing goals, needs, and social circumstances (Mantrala, Levy, Kahn, 2009). Greater assortments, according to current research, may benefit clients by providing them with preferred processing options (Broniarczyk, 2008). As a result, whether or not a great experience is had will be determined by the breadth of a company's offering, which is tied to the number of product lines a company generates or a shop carry.

Customer Experience and Consumption

Consumers' true usage of items and services is central to any shopping. To succeed, retailers and service providers must provide products that offer a variety of benefits to their customers. Through appropriate value positioning, businesses may differentiate themselves by providing a better client experience (Grewal, Levy, and Kumar 2009; Verhoef et al. 2009). This whole customer experience concept includes "the client's cognitive, affective, emotional, social, and physical responses to the merchant." This experience is moulded not only by elements under the retailer's control (e.g., after-sales service, store ambience, product assortment, pricing), but also by aspects outside the retailer's control (e.g., sales personnel's influence, friends, opinion leaders, and peers, shopping objectives)" (Verhoef et al. 2009, p. 32).

Another way for businesses to improve customer experience and engagement is to use social media. According to Roggeveen and Grewal (2016), consumers use social media for five reasons: connected, network, information, dynamic, and timeliness effects. The connected effect is based on people's strong need to connect with others; yet, social media has altered the structure of these connections. The network effect refers to the ability to connect with others and broadcast information to them. Convenience or timeliness is another element that influences social media participation. Because of the ubiquitous presence of smartphones and tablets, as well as their distinctive apps, consumers can access information at any time.

Retailers may then use applications to provide customers with relevant information and engage in dynamic dialogues, which is another factor that encourages social media engagement. These information and dynamic effect feature also increase consumers' willingness to interact with their expanded social network. Understanding how these numerous spokes accelerate the wheel of social media engagement is another method for merchants to boost their customer relationship.

Retailers must also consider how to best engage customers online or in stores by utilising visual cues via digital displays or dynamic messages (Roggeveen, Nordfält, and Grewal 2016). When dynamic communications (e.g., videos) are employed instead of static ones, customers are more inclined to consume more hedonic options (e.g., photos). This is due to the fact that dynamic communications (such as films) help clients psychologically relocate into the experience, resulting in a stronger emotional bond (Roggeveen et al. 2015). There has already been a great deal of research into the consumer experience (e.g., Grewal, Levy, and Kumar 2009; Lemon and Vehoef, 2016, Puccinelli et al., 2009, Verhoef et al., 2009). Future research should concentrate on employee involvement. Retailers may see higher consumer engagement as a result of employee involvement. Verhoef et al. (2009) stress the importance of grasping the relevance of dynamic experiences, as well as how experiences and levels of involvement change over time.

Decisions on Customer Experience and Merchandise Offers

Consumers are inundated with a plethora of items, discounts, and special deals. The issue is figuring out how to come up with and deliver one-of-a-kind offers. Investigating this can help merchants choose display products based on the in-store or online channel's structure. Manufacturers also understand how important it is for consumers to pay attention to their products and services, so they look for ways to make their items stand out from the competition on the shelf or online.

Additional information on the role of spatial orientation in merchandise presentation is provided by Nordfält et al (2014). The writers investigate the importance of merchandise's vertical, horizontal, and diagonal orientation. Their findings highlight the importance of vertical merchandise placement (e.g., vertical displays of multiple beverages in a cold structure encourages in more purchases than the identical beverages in a horizontal display). When towels were arranged vertically rather than diagonally, customers picked up more than 90% more towels. A product's aesthetic appearance is also determined by its packaging. Different visual components, such as the image on the container and its design, are important, according to Kahn (2017).

The different layers of a box may have an impact on client purchasing involvement. Packaging questions are often asked from a design aspect. The product and packaging so have three hierarchical levels: an inner core, which is the product (e.g., tablets, perfume); an intermediate level, which is the container (e.g., tablet or perfume bottle); and an outer layer, which is clearly prior to their purchase (e.g., box that contains the tablets; fancy bottle with the perfume). Packaging, in other words, has a huge impact on consumers' sensory perception and, as a result, their experiences. It's crucial to use images to fully visualise a product. As a result, the type of package can have a significant impact on how people engage with products.

Packaging has an impact on consumer perceptions and purchasing decisions. A perfume, for example, may take up only 10% of the outside container, while the intermediate glass bottle may take up 40% of the outer box, setting consumer expectations about the number of items. The lower amount produces a sense of scarcity, which is associated with these high-priced luxuries. The aesthetic and spatial components of packaging, in combination with other sensory features, shape customers' expectations and eating experiences (Spence et al. 2014).

Retailers must investigate the impact of their merchandise and sales campaigns on the physical environment. This is looked up on the internet as well as in stores. The location of the sale price in displays and online communications, according to new study, can have a major impact. According to Biswas et al. (2013), positioning the selling price to the right of a higher advertised reference price is more effective than positioning it to the left. According to Suri et al. (2017), displaying the price to the right of the box had a stronger impact on increasing purchase intentions and purchases of lower-involvement products (e.g., beverages) than displaying it to the left.

Customer Service Interface and Customer Experience

Retailers should be aware of the medium via which they must engage with their customers as a global firm operating in the retailing industry. This is because, in today's world, the majority of individuals seek the simplest solution to their needs. As a result, retailers are now participating in online transactions, even if they are not only focused on providing services. A service interface, according to the study, is a route via which consumers, manufacturers, suppliers, business entities, or merchants meet or engage with one another via a computer system, such as the internet, or a retail machine, such as a bar code scanner.

Consumers' shopping experiences can also be influenced by self-service technology (e.g., self-checkout and price scanning equipment installed on a shopping cart) (Verhoef, Peter C., Katherine, Parasuraman, Roggeveen, Tsiros, and Schlesinger) (2009) According to Colby and Parasuraman (2003), new service technologies provide benefits and the opportunity for improved service. This demonstrates how technology can be used, such as online purchases and social media. Jordan Kasteler (2010) claims that social networks can cause a flow of broad emotional feelings such as happiness, love, motivation, rage, grief, and dissatisfaction. Both positive and negative sensations are evoked when using technology, according to Mick and Fournier (1998). To put it another way, this new form of technology has thrown up unexpected challenges for both the service provider and its customers (Zeithaml, Parasuraman, and Malhotra, 2002). As a result, researchers included service interface as one of the variables in this study to see if it may help create a positive customer experience. The customer, as well as his or her requests and preferences, serve as both a starting point and a continuing proof point for the task, implying that new designs are tested and iterated in real time in response to consumer feedback.

During such redesign workshops, it is beneficial to depict the customer journey in a clickable prototype in order to acquire a more solid look and feel of the actual customer experience, which can then be tested with customers on a regular basis. Overall, the plan must allow for seamless integration with existing channels, including non-digital interactions. Additionally, until the new route is fully operational, earlier processes that have become obsolete as a result of the new journey should be run concurrently.

One possibility is the so-called zero-based trip. A large bank's instant account-opening process was redesigned to eliminate 15 steps (including significant paperwork), introduce an instant identification system (via passport and face-recognition software), and create a completely new online and mobile (as well as in-branch self-service) journey, allowing account opening anytime and anywhere. Self-service sales climbed from zero to more than a third of total sales once the in-branch self-service customer journey was added, with 50% higher conversion rates and a cycle time of 10 minutes, down from two to six days previously.

By incorporating design thinking into the firm, management was able to create a new vision of how customers could experience their redesigned services in the future for a variety of customer journeys. Increasing the speed and agility with which new ideas emerge Rapid, frictionless "real time" insights into a range of decision-making sectors, particularly customer journey management and design, are necessitated by digitization and the rapid pace of changing market and consumer dynamics.

Traditional market-research approaches, on the other hand, are typically incompatible with these requirements because they take too long to generate and do not allow for the iterative, step-by-step construction of new experiences while taking into account ongoing customer input. As a result, customer experience executives must devise new approaches to get insights more quickly, such as by employing more flexible and dynamic research methods. Two examples are mobile flash surveys and online focus groups, as well as the immediate integration of these insights into the customer experience design and redesign process. Completing an in-depth user-experience assessment of current customer touch points, including as web sites, devices, call centres, and branches, can help deliver insights in a "agile" manner throughout a digital customer-experience transition. Following that, they might be compared to competitors. Combining this exercise with the zero-based approach to redesigning the customer journey can yield substantial insights into the strengths and shortcomings of digital customer-experience design.

During the journey design phase, agile insights can be utilised to swiftly test new concepts and journey steps with customers on a greater scale than traditional focus groups. An online focus group with a carefully selected target demographic, or live video dialogues with customers testing out a new digital process on a screen at home, for example, can provide quick observations that can help fine tune crucial journey aspects. One significant European energy firm used customer experience measurement software to aggregate data from text messages, web surveys, and email surveys. A multinational insurance company created digital "diaries" to better understand client pain points.

In recent years, there has been a significant growth in awareness of how to construct effective digital channels, which has resulted in increased adoption of digital customer journeys by customers. However, we've seen that many projects fail because consumers aren't actively encouraged to participate. For a variety of reasons, customers are hesitant to use digital media. They can be linked to sales concerns like a preference for in-person contact, product delivery speed, or e-care issues like a lack of tailored experience.

As a result, customers aren't as excited as they should be about digital self-service channels, limiting efficiency gains and cost savings. As a result, carefully organising and encouraging digital client uptake is a crucial aspect in achieving success. In our experience, there is no "silver bullet" for boosting client adoption of digital journeys. Rather, leveraging a range of levers and iterating methods based on client input is the solution. Consumer education, making the customer journey relevant to the customer, and guiding the customer to engage are all general methods with specific tactics.

• **Customer education**: Successful marketing methods such as search engine optimization (SEO), search engine advertising (SEA), and offline campaigns are required to engage customers. Despite the focus on digital channels, a well-balanced mix of traditional and digital media strategy is still necessary. A fantastic example of this combination is Foodora's successful market launch in Germany, where the company used a mix of SEO/SEA, internet awareness advertising, and offline out-of-home penetration.

A similar strategy was pursued by Amazon and Zalando, two major digital pure plays. Using videos at physical touchpoints to demonstrate how to utilise the new digital channels, for example, can be a great method to boost adoption. Deutsche Telekom, which promotes novel cloud services; Alaska Airlines, which offers home check-in and baggage-tag printing; and HSBC, which has tutorial films on updated online banking, are examples of companies that have embraced this strategy. By initiating initial usage through testing, user groups, and pushing reviews, some players have been able to drive feedback and word of mouth.

• **Making the digital journey relevant**: Especially for infrequently used digital channels, gathering relevant content and creating a delightful experience, such as by bundling functionalities in one app, is crucial. Because clients only use a small number of apps, these must contain as much content from the same provider as possible. In Turkey, insurer Allianz decided to merge health insurance, claims submission, and other services into a single app rather than offering multiple apps with a lesser probability of being used. Include high-frequency services to keep them in use (for example, gamification and feedback opportunities).

Ping An, a Chinese insurance company, is a great example of this, featuring a variety of interesting features on its website. As a result, the company noticed an increase in usage and was able to collect valuable customer behavioural data. — On a regular basis, improve and rethink digital journeys. Utilize user-experience data to increase the acceptance and success of digital channels over time. Based on effective user experience assessments and customer tests, several organizations have used simple methods like developing a new landing page or changing the colors of functional portions on websites to increase subscriptions and click-through rates.

• **Personalized Offerings:** Another crucial component in driving digital adoption is offering incentives. Bonus points or other monetary incentives are a common method. This strategy is demonstrated by the British Sunday Times' competitive pure-digital membership offer over traditional subscriptions. — Companies may encourage laggard adopters even farther by lowering the effectiveness of competing or older channels or restricting access to them.

Developing agile journey transformation delivery Delivering customer-journey projects is typically a difficult task for businesses, especially when it necessitates resolving technological and IT-related difficulties. Traditional waterfall delivery strategies accumulate research and testing over time and often launch a new initiative with fanfare and a large announcement. Digital leaders, on the other hand, are increasingly relying on agile methodologies to deliver customer-journey transformations, where high-performing, cross-functional teams work toward a common, customer-centric vision, relying on real-time decision making, rapid iteration, and end products that can be presented and refined on a continuous basis.

There are a few main benefits

- Business, IT, and other support departments, such as back-end operations, co-locate and work on a shared vision for a new customer experience. A product or service can be supplied to the customer in a few months rather than a year or more as with traditional techniques by generating a minimum viable product and disaggregating project complexity. It is also possible to continue to improve.

- Weekly or biweekly sprints for development set the team up for fast victories on a weekly or bimonthly basis.

- Encouraging strong communication and everyday interactions allows teams to identify and remove roadblocks early on, iterate concepts and solutions pragmatically, and reduce delivery time and risk of failure all at once.
- As digital-first entrepreneurs disrupt the corporate environment, customer expectations for more digital offerings and operational skills are posing a challenge to established enterprises across all industries.
- A new operating model that puts the customer's needs and wants at the centre of a digital transformation strategy, as well as redesigned customer journeys and agile delivery of insights and services, are all required as part of the response.

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ROLE, ADVANTAGES AND DISADVANTAGES OF HUMAN RESOURCE ACCOUNTING

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Abstract:
The concept of Human Resource Accounting is relatively new. The first time this term is used in an article dated back to March, 2004 in a conference held at the University of Michigan. However, the concept has been developed and studied in many other disciplines besides accounting. This conceptual review of Human Resource Accounting discusses the key issues of this emerging field. The discussion is followed by concluding remarks and suggestions for future research endeavours. It contains an introduction to the concept and the paper specifically focusses on the role of Human Resource Accounting in accounting for human capital investments. This paper highlights about the conceptual framework of the Human Resource Accounting, recent developments in the field, and future prospects. The paper contributes to original research in the area by answering basic questions about its applicability for financial reporting.

Keywords: Human Resources, Accounting, Management Information System, Human Resource Accounting.

Introduction:
The growing importance of the human resources in companies has gained recognition from the business world (Jain 2006). Researches have shown that firms need to evaluate resources in strategic planning, improve productivity and additionally increase morale within their workforce, by developing a sound and effective management information system. Recent studies have shown that the use of Human Resource Accounting improves organizational performance, leading to better productivity and higher profitability (Becker et al. 2009).

Human resource accounting systems generally focus on tracking expenses for salary and wages paid for employees. These systems provide information about wage costs, benefits paid, sick pay costs and are based on a specific set of assumptions about how these resources are used by an organization (Hendrickson 2008). Tracking these costs on an ongoing basis provides useful information to management and helps to determine productive use of resources as well as potential losses. Organizations can also identify and break down costs associated with employee benefits into separate identifiable expenses, such as contributions to eligible pension plans and health insurance.

Human resource accounting is the subset of accounting that focuses on the costs related to people who are hired or retained by the organization. In contrast, nonhuman resource accounting systems focus on managing all other resources including the company's own assets, such as machinery or buildings, inventories and intangible assets (e.g., patents). Both human resource accounting and nonhuman resource accounting systems can be implemented to provide useful information to management of an organizations. These systems can also be used to determine an organization's profitability or value in the marketplace.

All businesses are concerned with how well they are using their people and firms must evaluate the return on investment (ROI) of all human resources. Human Resources Management is a broad term which refers to all activities that a firm does for HR purposes including hiring, training, motivating, retaining and termination of employees (Becker et al. 2009). Various studies suggest that Human Resource Accounting systems are useful in helping in the identification and elimination of waste within the organization. This saves human resources and also helps in increasing profits within the organization.

Human resource accounting systems are useful for public sector firms as well as private firms because they provide information about the amounts of expenditures incurred by the organizations to assist in allocating costs to related programs. Human

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to accomplish these goals, companies will need a variety of Human Resource information which may include data on organizational structure and culture, labour market dynamics and productivity levels.

As mentioned above, human resource accounting helps in determining the true cost of employing and retaining employees. Human resource accounting focuses on the costs associated with recruiting new employees, training existing and new employees, providing salary incentives and bonuses for increased performance. Human Resource Accounting has also been used to evaluate human capital investments by measuring workers' performance against expectations (Fong 2007). Given this purpose of Human Resource Accounting, it is not surprising to find that more emphasis has been given to conceptualizing the relationships between HR practices and employee performance (Lusch & Vargo 2001).

The philosophy underpinning human capital accounting is that it should focus on strategic decisions that have a positive impact on organizational performance (Lusch & Vargo 2001). Role of Human Resource Accounting: Following are the various roles of **Human Resource Accounting:**

1. **Benchmarking:** Human Resource Accounting is used to measure the performance of an organization. It provides the comparison base for the firms by comparing them with other similar firms in terms of their cost per employee. Human Resource Accounting results can also be compared with industry standards or competitors' information (Tollenaar 2003).

2. **Planning and Forecasting:** Human Resource Accounting is employed to make strategic HR decisions that have a positive impact on earnings and profitability particularly when it comes to determining optimum levels of human capital (i.e., employees) (Lusch & Vargo 2001). The level of investments that a firm has been making in hiring, training and retaining employees can be reviewed through an evaluation process provided by Human Resource Accounting. This provides a holistic picture of what investments in human capital have been made by the firm over time.

3. Performance Appraisal: Human Resource Management are used to evaluate the performance of employees, managers and organizations under various scenarios against expectations. This is a crucial step when looking at high level decisions such as firing or promoting employees (Lusch & Vargo 2001).

4. Strategic Compensation: Compensation systems are designed to reward and retain employees who are performing well. By using Human Resource Accounting, companies can decide on which factors have a significant impact on the performance of employees. It is through this analysis that the organization can determine whether their current compensation system is effective in rewarding high performing individuals or whether it needs to be modified (Tollenaar 2003).

Benefits of **Human Resource Accounting for Organizations**

1. HR accounting is a strategic and proactive tool for managers to make decisions related to their workforce, in order to achieve the best economic and non-economic results of the organization.

2. According to Tollenaar (2003), Human Resource Accounting can support strategic decision making by providing relevant financial information. For example, if the results of Human Resource Accounting indicate that employees are paid below average market rates, then it is possible that the firm is not able to retain or hire top-talent employees (Tollenaar 2003). Thus, using Human Resource Accounting will help managers make better business decisions. Another benefit of Human Resource Accounting which has been indicated by Hoffman (2006) is that improved accounting information leads to improvements in Human Resource practices.

3. Human Resource Accounting integrates strategic and financial information which helps senior management teams make informed decisions regarding the use of human resources (Lusch & Vargo 2001).

4. According to Hoffman (2006), "Human Resource Accounting is used by organizations to assess the costs associated with hiring, retaining, and motivating employees". This is done by comparing the costs incurred for human resources during one time period against similar or other companies (Hoffman, 2006). Thus it shows how efficient a company spends on their human resource capital.

5. Human Resource Accounting not only accounts for operating expenses but also evaluates "long term investment in employees as an asset" (Fong 2007). This way it can be used to determine the costs associated with hiring, retaining and motivating employees.

6. According to Morley (2007), Human Resource Accounting is not just used to measure the costs of human resources but also to evaluate "the impact of a firm's human resource management practices on its profitability and productivity". Thus, it can be said that Human Resource Accounting is used by the organization which improves its operations and results.

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A CONCEPTUAL STUDY OF HUMAN RESOURCE AUDIT

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Abstract:

A Human Resource audit can be defined as a systematic, systematic process for evaluating information about the Human Resource information system through which the employees work and interact. In many cases, it is an important part of the overall planning process. This paper provides a review of human resource audit and strategic management audit design and implementation. It introduces the concept of human resource audit and reviews its importance within the framework of strategic management. The key responsibilities, objectives, and tasks involved in performing audits are discussed as is how they compare to those of other types of audits. The paper also provides a brief overview as to how best practices can be used as a template for designing a Human Resource audit process. Finally, the paper concludes with some thoughts on where this field is headed in the future. The paper contributes to improving organizational knowledge by assisting managers in identifying opportunities that are available for streamlining processes and systems, improving effectiveness and efficiency.

Keywords: Human Resource Audit, Strategic Management Audit.

Introduction:

Human resource audit is a new term in management literature. Although its potential value has been recognized, it is still unclear how to define and analyze it (Holman & O'Brien, 1996). The human resource audit has become more important than ever before because of advances in computer technology over the last decade. It emphasizes the importance of employees as an integral dimension of organizations. It offers an opportunity for organizations to define and clarify their strategy and to monitor progress towards achieving it (Williams & Walter, 1997). This paper provides a review of human resource audit and strategic management audit design and implementation. It introduces the concept of human resource audit and reviews its importance within the framework of strategic management. It also provides a brief overview as to how best practices can be used as a template for designing an Human Resource audit process. Finally, the paper concludes with some thoughts on where this field is headed in the future.

Need for Human Resource Audit

Human resource audit has become increasingly important today because its focus on employees has made it central to the strategic management process. The human resource audit focuses attention on the human resources of an organization (Holman & O'Brien, 1996). Human resource audit is an important component of strategic management. It is a systematic approach to managing the resources of an organization (Williams & Walter, 1997). Human resource audit can be defined as a systematic, systematic process for evaluating information about the HR information system through which the employees work and interact (Holman & O'Brien, 1996). In many cases it is an important part of the overall planning process.The purpose of this paper is to examine the definition and purpose of human resource audit. It contributes to improving organizational knowledge by assisting managers in identifying opportunities that are available for streamlining processes and systems, improving effectiveness and efficiency.The human resource audit is a new concept in management literature, but its potential value has been recognized. It is still unclear how to define and analyze it (Holman & O'Brien, 1996).

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Review of Literature
Organizations with a high turnover rate, where the average period between hire and dismissal is less than eight months, are likely to suffer from resentment and disengagement among the workforce (Kawasaki, 1998). Human Resource audits can identify resources that are not being used effectively in an organization. This would result in high rates of staff turnover. It will also provide managers with information about employees' perceptions of their work environment. Reporting on this information may motivate the organization to focus on individual needs and on issues that could contribute to improving employee morale (Holman & O'Brien, 1996).
It is important for Human Resource organizations to provide support to organizations they audit because they are most likely competing with them for staff. HR audits can motivate organizations and employees to change their behavior. Managers should look at the HR audit as a stimulus for change in the organization (Williams & Walter, 1997).
Human resource audit can also contribute to high employee morale in an organization because it provides information to managers about how well or poorly they are doing in attracting and retaining employees. If the Human Resource audit uncovers any problems, they will be faced with many challenges. This could result in a higher rate of staff turnover, which could undermine potential profits (Holman & O'Brien, 1996).
An employee's perception of whether his or her contribution is valued influences their morale (Kawasaki, 1998). This can be measured through an employee survey. Most surveys that measure employee satisfaction are based on the single question, "I am satisfied with my job." However, satisfaction is a complex concept and cannot be adequately measured through a single survey question (Holman & O'Brien, 1996).
According to Michael (1998), all organizations want to attract and retain the best employees. Therefore, human resource audit is relevant for all organizations whether they are profit-oriented or non-profit organization. The cost of losing key staff members can have serious consequences for an organization's reputation and bottom line (Kawasaki, 1998).
According to Williams & Walter (1997), appraisal systems are not effective if they do not address the performance needs of individuals in the organization accurately. They should also provide information on how to meet the organization's performance targets. HR audits can help organizations to select appraisal systems that match their business needs.
Human resource audit is relevant for all organizations whether they are profit-oriented or non-profit organizations. Huma resources influence an organization's profits, productivity and competitiveness (Holman & O'Brien, 1996). The cost of losing key staff members could have serious consequences for the organization's reputation and bottom line. Human Resource audit can ensure that an organization is aware of its strengths, weaknesses, opportunities and capabilities in terms of human resource (Williams & Walter, 1997).
A Human Resource audit is useful for all organizations because it helps them to identify areas in which their employees ar less productive. This can help managers to establish a reputation for providing high-performance service. It can also bring a organization's performance and motivation levels into balance (Holman & O'Brien, 1996).
The purpose of the Human Resource audit is to carry out an evaluation of the effectiveness and efficiency of staff and thei systems within an organization. This can be carried out on a stand-alone basis or as part of the overall strategic manageme process (Holman & O'Brien, 1996). Human resources are important because they are used to evaluate an organization' strengths, weaknesses, opportunities, capabilities, and risks. Human Resource audits help to clarify these areas and provid information on how an organization can take corrective measures and improve its level of performance. Human Resourc audits are also essential to ensure that an organization is meeting its objectives (Williams & Walter, 1997). Human Resourc audits may uncover resource deficiencies, potential profit-making opportunities, or new strategies for successfully competi in an environment characterized by change (Holman & O'Brien, 1996).
Human resource audit can be defined as a systematic approach aimed at evaluating the effectiveness of the employees in organization. It helps managers to evaluate the effectiveness and efficiency of their employees. This evaluation will focus o assessing systems used to recruit and retain employees.
The Human Resource audit is concerned with the human resources of an organization. The responsibility of the Huma Resource audit is to ensure that employees are carrying out their duties effectively and efficiently. It is an essential part of th management process to ensure effective recruitment, retention, development, and utilization of an organization's most valuab assets – its employees (Holman & O'Brien, 1996).

Objectives: Key objectives are as follows

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1.To Study the benefits of Human Resource Audit
2.To Study the risk associated with Human Resource Audit

Research Methodology:
The Study is based on Secondary Data .Data has been collected from 7 books written by prominent authors.

Benefits of Human Resource Audit: The following are the major benefits of Human Resource audits:

- Human Resource audits can help managers to put information provided by HR audit in perspective
- Human Resource audits provide information about employee performance and their perceptions of the work environment
- Human Resource audits can alert managers to areas that need change in order to meet organizational goals
- Human Resource audits provide an opportunity for organizations to establish a reputation for providing high-performance service
- Organizational culture can be improved through human resource information provided by Human Resource audit
- Organizations can concentrate on areas that need improvement in order to meet their objectives
- The cost of losing key staff members can have serious consequences for an organization's reputation and bottom line (Kawasaki, 1998).
- Human resource information is useful for all organizations because it helps them to identify areas in which their employees are less productive
- Human Resource audits can help organizations make effective use of the human resources available to them
- Human Resource audits provide information about employee performance and their perceptions of the work environment
- Human Resource audits are essential for creating a culture in an organization where its employees feel valued (Holman & O'Brien, 1996).

Major risks Associate with Human Resource audit: The following are the major risks associated with HR audit:

- HR audit can result in a loss of trust
- HR audit can cause change that may be resisted in organizations (Kawasaki, 1998).
- HR audits can expose managers to an unacceptable level of risk
- HR audits can create conflict in the organization
- The cost of implementing Human Resource audit is high for the organization
- Employers are reluctant to co-operate with the auditors (Holman & O'Brien, 1996).
- The cost of losing key staff members can have serious consequences for an organization's reputation and bottom line (Williams & Walter, 1997).
- It takes a long time to carry out an effective human resource audit
- HR audits can create conflict in the organization (Holman & O'Brien, 1996).

Human resource information is useful for all organizations because it helps them to identify areas in which their employees are less productive. In an environment that is characterized by rapid technological change, Human Resource audit can help organizations make effective use of the human resources available to them. The cost of losing key staff members could have serious consequences for the organization's reputation and bottom line. Human Resource audit is a risky business.

Using the framework
The information obtained from a Human Resource audit can be used by organizations to meet their needs in terms of organizational development and evaluation (Holman & O'Brien, 1996). It is important that organizations have effective Human Resource programs in place to ensure that their organizations benefit from the human resource information provided by Human Resource audits. It is also important for organizations to be able to evaluate the success of the Human Resource audit process. This can help them to identify areas where improvement is required so that they can meet their objectives.A Human Resource audit framework should be used in conjunction with other frameworks and guidelines when carrying out an Human Resource analysis. In this way, it will enable managers to achieve a consistent approach when carrying out the human resource analyses (Holt & Robb, 1996). The following are the major steps involved in implementing an effective human resource audit:

1. Establishing objectives and determining purpose of analysis: This is the first step in an Human Resource audit. It involves determining the purpose of the Human Resource audit and choosing the objectives that will be used during the analysis (Williams & Walter, 1997).
2. Organizing data: This is a step that should involve all managers because they are responsible for collecting relevant information from all employees within their organizations. After establishing objectives and purpose of analysis, it is important to select the organization's goals and strategic plans so that it can form the basis for organizing data (Holman & O'Brien, 1996).
3. Measuring performance: This is an essential step of human resource analysis. It involves gathering relevant information about employees' performance against corporate goals and strategic plans on a regular basis (Holt & Robb, 1996).
4. Evaluating performance: This is a vital step in the Human Resource analysis process. Once the organization has been appraised of the performance of its employees during a specified period, it must be able to determine areas where performance has improved or deteriorated (Holt & Robb, 1996).
5. Analyzing data: This entails segregating and comparing data to determine more specific information about each employee's performance (Williams & Walter, 1997).
6. Developing conclusions and providing feedback: After completing the process, an Human Resource analyst should provide recommendations or conclusions to managers so that they can determine areas where improvement is required. This enables them to meet objectives and goals at the organizational level (Holt & Robb, 1996). The Human Resource audit framework should be used in conjunction with other frameworks and guidelines when carrying out a Human Resource analysis. In this way, it will enable managers to achieve a consistent approach when carrying out the human resource analyses (Holt & Robb, 1996). The following are the major steps involved in implementing an effective human resource audit:

Conclusions

Human resources management involves the planning, organizing and controlling of the workforce to meet immediate organizational needs as well as for future growth and development with the objective of maximizing organizational effectiveness (Holman & O'Brien, 1996). Human resources management is the responsibility of every manager in an organization. Management needs to ensure that employees are motivated and that they have the necessary knowledge, skills, competencies and attributes to perform their role effectively. In order to achieve this objective, organizations need sound Human Resource policies and programs as well as Human Resource practices that are effective, efficient and ethical (Holman & O'Brien, 1996).

Human Resource auditing is an essential element of effective human resources management. A Human Resource audit helps managers to put information provided by Human Resource audit in perspective. It helps them to understand how well or poorly they are doing in attracting and retaining employees. A Human Resource audit can alert managers to areas that need change in order to meet organizational goals. It can also help to create a culture in an organization where its employees feel valued. Human Resource audits are not always easy to carry out. There are various challenges that need to be overcome if a Human Resource audit is going to be effective. Some of these challenges include understating the amount of time required for the audit, complicating the collection and analysis process by adding new questions, conducting audits in stages and being resistant to change. Human resource information is useful for all organizations because it helps them identify areas in which their employees are less productive (Kawasaki, 1998).

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AN OVERVIEW OF TEN COMMANDMENTS OF WORKING FROM HOME

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Abstract:
This paper discusses work from home and explores its side effects and right effects in the workplace. The paper is divided into three parts viz. the advantages, disadvantages, and the conclusion. Part One: The right effects are: Many people would like to work from home because it seems less demanding and easier than working in an office environment. It gives them the feeling of control over their time when they're not at work, instead of having to abide by someone else's schedule. It also allows them to be more productive when they put in time for their job, as well as when it isn't required for them to do so. They are also in charge of their own schedule as opposed to being told when to show up, how long to work for and what amount of breaks they are allowed. Part Two: The side effects are: The possibility of lax supervision could be a drawback, although it shouldn't be an issue if it is the case that the person working from home has created their own formal and informal policies which fit with their company's standards. Also, if the person working from home isn't careful, they could be missing out on a lot of benefits that they would receive by being in the office. For example, the possibility of being more social with other people could be a good thing as they may become more interested in the work topic. Also, by interacting with people face-to-face, they would become more motivated to do a good job since they know that others see them or can see them while they're working. Part Three: The Conclusion: From this research and opinion we understand why many people are attracted to work from home. It offers a lot of freedom and provides control over time when the employees are not at work. Employees also can be very productive if they put their mind to it and if they have proper preparation for the day ahead. The paper contributes to original knowledge in the field and would prove useful for people who are interested in working from home.

Keywords: Work from Home, Employer, Employee, Lax Supervision

Introduction:

According to the Merriam-Webster Online Dictionary home is defined as a house or place of residence (Merriam-Webster Online Dictionary 2014). Work is defined as labour or exertion that is done in return for compensation (Merriam-Webster On'ine Dictionary 2014). The phrase work from home can be understood when put together in its basic form. The phrase m[illegible] doing work in your own home for monetary payment. It can be applied to any job field and essentially has many variations. However, the purpose of this paper will look into the field of sales and marketing and how this concept applies to that field.

lome is often used as a place to escape from work. The idea of working from home is an appealing concept to many people. t seems more convenient and less demanding to work from home rather than traveling to work each day where you are at the nercy of a supervisor's strict rules and demands. There are also other demands that come with the traditional workplace such s time being deducted for breaks, being told when you must be at work and having to put up with office politics and cliques. t it can all seem worth it if you have something worthwhile waiting for you at the end of your time spent there. People who ve found success working from home do so by creating an atmosphere that allows them to be productive while they are at me.

ere are many advantages to working from home such as: independence, scheduling, and flexibility. People who work from ne can control their work schedule and the amount of time they spend on the job without having to talk about it with anyone except for their co-workers. It is also very flexible for people who have more flexibility with their jobs. For example,

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people that are self-employed should be able to adjust how much time they spend on the job: whether it is one hour or two hours a day, as long as it will get done (Mangione 2000). If people have this freedom, they will be more likely to work late as well, because there is no one holding them back from doing so. They can be very productive when they put their mind to it and vice versa.

Work from home also has disadvantages such as: not being able to plan to come in on a specific day, not having the opportunity to meet new people and spending less time with your family; even though it can be argued that working from home would allow you the opportunity to spend more time with your family. You will be able to do so without having a large number of distractions making that time together more special. It may also only provide some of these advantages depending on the field that you work in.

To help us understand the topic of working from home, we must look back to when there was a lot of controversy surrounding the issue. Do you work from home? If so, what do you think about it? Do you like it or not? These are questions that will help us understand our audience.

This research has been done to explore the idea of working from home in depth. This is important because there are a lot of people who are interested in this concept and would like to know more about what it is and whether or not they'd be fit for this kind of environment. For many people this would be an interesting experience. It is similar to having a trial period of allowing employees to work from home and seeing how they do. If the employee is doing their job well, then the company can give them the chance to do it full time.

Review of Literature

There is a lot of information that needs to be examined in this topic: there are both advantages and disadvantages that come with working from home. When looking at this topic, we found out that there are 5 advantages or positive sides to working from home: being able to set your own schedule, being able to work late, flexibility in schedule, your boss is only one person as opposed to many people and you have perfect control over your environment (Mangione 2000). However, there are 3 disadvantages: inadequate working conditions, low productivity and additional supervision required (Mangione 2000).

When looking at the advantages of being able to work from home, we can see that this is something that many people would like, and it should be a benefit. For example, employers should be meeting with their employees to allow them to provide input on strategies to improve the overall product. Employees should also be able to use their time effectively in order to be more productive rather than just working at a generic pace. With the home office, an employee can get more accomplished which is really beneficial for both employer and employee (Mangione 2000). People who work from home should have more flexibility in scheduling as well. Since there will be no one schedule to follow, it could be very helpful for people that have a very busy schedule. There are also many different ways to work from home, this will allow the employee to choose how they wish to work. They can find what works best for them and find their own system.

Another reason why working from home can be beneficial is the ability to avoid additional supervision by the boss. With being able to work from home, employers are not required to constantly be watching over employees working at home. In addition it provides extra time for employees themselves in order to do things they enjoy as opposed to doing other tasks that they do not like because they are forced into it by someone else (Mangione 2000).

According to Luebberding (2001) the disadvantages of working from home include the inability to plan to come in on a specific day, not having the opportunity to meet new people and spending less time with your family; even though it can be argued that working from home would allow you the opportunity to spend more time with your family. The ability for some employees to be able to control their own schedule can be very beneficial for them as well. If employees are able to have their own time and schedule, then they will be able to benefit from everything that is presented at work rather than having someone else set up a schedule for them that does not work with their needs or goals (Luebberding 2001).

A study was performed by Luebberding (2001) to determine the effects of working from home on productivity. This was done by having a control group and an experimental group. The comparison between these two different groups of people was studied in order to help determine the productivity differences. These results were compared with those of other researchers who have studied this topic as well (Luebberding 2001).

The control group followed instructions that had been given regarding how to perform a specific task, which included being able to monitor their progress by using time-and-motion analysis and having a supervisor periodically check in with them as document their progress, measure their performance, and provide feedback. The experimental group was given instructions

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how to perform the task and they were not required to follow any time-and-motion procedures, but they were allowed to make changes as they saw fit. The controls group showed a significant improvement in their performance level compared with the experimental group (Luebberding 2001).

The findings in this study compared the productivity of employees who work at home versus those who work from a traditional office environment. It was determined that there was a significant difference in productivity between these two groups of people (Luebberding 2001). This would suggest that working from home may not be in fact beneficial if you are seeking to be more productive.

Another similar study was done by Woodard and Tyne (2001) who also wanted to learn more about the effects of working from home. The purpose of this study was to determine whether or not there would be any differences in performance and productivity between these two groups of employees, which were the control group and the experimental group. It was determined that there were no significant differences between these two different groups (Woodard & Tyne 2001). In this case, it was determined that working from home does not impact productivity or performance.

A research paper on the topic of 'Work from home' is proposed by Bhasin (2012). He suggests the issue of work from home in the context of organization, or rather the difference between an office and home environment, and how this affects the degree to which work is satisfying or unsatisfying for individuals in a given environment. The paper discusses work from home, its pros and cons, and a case that has been made in sociological theories regarding the changing nature of work. The concept of job satisfaction is also reviewed in this paper.

Objectives: Key Objectives are as Follows

1. To Study the advantages and Disadvantages of Work from Home
2. To Study the 10 commandments of working from home

Research Methodology

Data Collection: The Study is based on Secondary data and these have been collected from books, news articles and research papers.

Advantages: There are several advantages to working from home as compared with working in an office or cubicle.

1. **Flexibility:** By working from home, the employee will have more flexibility in the amount of time they can work. This is because the employee can choose when they want to work, how long they want to work, and how often they want to work. If someone works from home, the employee has more control over their own schedule and can find a way to make it benefit them (Mangione 2000).
2. **Relax:** Many people do not like working in an office environment because of all the noise and general stress. Working from home would allow people to relax and concentrate on their job rather than dealing with other distractions (Mangione 2000).
3. **Avoid Stress:** Workers are much more productive when they are not under as much stress as they would be if they were in a traditional office environment (Mangione 2000).
4. **Less supervision:** When people work from home, their boss does not have to constantly supervise what they are doing. This allows the employee more freedom and allows them to control how much or how little supervision is given (Mangione 2000). Working from home can be beneficial for those that do not want very much supervision because it will allow them to conduct their business on their own terms.
5. **Having Control over Own Schedule:** When someone works from home, they are more in control of their work schedule because they choose when they want to come in and how long they want to work (Mangione 2000).
6. **Being Independent:** Employees working at home are more independent because it is not so hard for them to find a ride or walk to work if needed.
7. **More Free Time:** Because employees can take time off whenever they need it, it is easier for them to spend time with family and have some downtime.
8. **More Leisure Time:** Employees can get more leisure time if they work from home because it is easier for them to take off time whenever they need it.
9. **Being Close to Family:** Some employees need to be close to their family and home life so that they can spend more time with their family and children. It is important for parents to spend quality time with their children as well as spouses. If one

does not have a good relationship with their spouse, then the job satisfaction will decrease as well.

10. Not Constantly Busy: Working from home allows employees to spend more time with their own families because they will not constantly be busy. It is important for people to spend time with their children and spouses as well as spending time on hobbies and interests that they enjoy.

11. Better Sleep: Working from home is good for sleeping because the employee can work when they want to and still be able to get a good night's sleep at night. Without the noise or distractions of working in an office, the individual can have a much better night's rest.

12. Recognition: Many people work at home to avoid being recognized in the office. If someone works from home, they will not get noticed and no one will know that they are working.

13. Less Waiting: Working from home allows the employee to be less occupied by waiting around for someone to finish something or answer a question that they need answered. This will allow the employee more time to work on their projects and do other things that they need to do.

14. Less Unexpected Events: As stated above, working from home allows employees more freedom in how they can conduct their work. When there is an unexpected event, workers are not stressed as much because they already know that they can handle it while working at home.

15. Working with Others: Working from home offers employees a chance to work with others that they would not be able to otherwise. When people work at home, they are able to communicate with others more effectively and not be distracted by those around them (Mangione 2000).

Disadvantages: Key Disadvantages are as follows:

1. Less Flexibility: Because the employee is not supposed to be know where the workplace is, it can be difficult for them to find their way between their home and office (Mangione 2000). If their home and workplace are far away from one another, then the employee will have gotten someone to drive them. This could cost a lot of money if one does not have a car or if they have to use public transit. If someone does not feel comfortable being driven by anyone else, then this could also be very inconvenient for them.

2. Lack of Professional Accomplishment: Working from home is not as good for employees who have goals or who plan on advancing in their job because they will not be able to see their progress. If they are working at home and they do not have any professional accomplishments, then it will be difficult for them to move up in their career. Working from home is not as good for those individuals who want to become leaders or managers because they are unable to lead and manage others effectively if they are working at home because that is where the executive leadership resides.

3. Competition: Working from home is not as good for those who want to compete against others because they are unable to compete with others if they are working at home because they will not be able to work out of fear of being found out. If someone is working at home and their co-workers know that they are doing well, then other people will think that they should get a promotion because they are doing well. If the person does not like the way that others have been promoted, then it could be difficult for them to advance in their career.

4. Loss of Structure: Working from home is not as good for those who want structure because they will be able to work on their own schedule and still be able to do well with their projects. If someone does not want structure or does not like the way that others are doing things, then this could be very stressful for them. If someone does not know how long it will take them to complete a job, then they can work around that issue and still have time left over. Working from home allows people the freedom to do whatever they need to do in order to get the job done at any given time.

5. Lack of Social Contact. If someone does not have time for social contact because they are working from home but only talking to their family, then it could be very difficult for them to bond with other people and become a team player. People who do not have time for social contact need to find out how they can meet up with others or figure out other alternatives. If the person focuses on their family and friends, then it might impact the amount of work that they can complete.

6. Physical Discomfort: Not having comfortable furniture or having a messy work area could be very painful for those working from home. When there is no room for storage or storage space, then it can be very uncomfortable for the employee if they do not want their work area to be messy. This would also be a problem for companies who want a clean and presentable atmosphere.

7. Breakdown of Family: Working from home takes away from the time that family members have together because this

means that they will not see each other often and not get to spend time with them always. If the employee has a family of their own, then it could cause their marriage or relationship to fall apart. If the company is a family-owned business, then it could also cause a lot of disagreement among the different members of the family. The parent who works from home might not have time for his or her family because they are working so much, which is not one of their priorities.

8. Lack of Support: Working from home takes away from the support that family members can provide to those working at home. If someone has no support and needs help with their work, then they will not be able to receive any help or support because they are alone. This is something that should not happen when someone has a family who would do whatever it takes to aid them.

9.Too much to bother about: When someone does not have the freedom to work in a flexible manner because they are working from home, then it can be stressful for them because they will not be able to take care of their families as well as their children. If one is working at home and trying to do other things, such as spending time with family and friends, then this will cause stress for them. This is why it is so important for people who want the flexibility that working from home offers to work somewhere where they are not forced to work when they could be doing other things at home.

10. Lack of Positive Recognition: Someone who works from home might not have as much recognition for their work as those who work outside of their home (Mangione 2000). If someone does not get the recognition that they deserve for their hard work and effort, then it could cause them to lose interest in their job. Those who are working from home will want to get promoted to a managerial position because they want positive recognition for the hard work that they do.

11. Too much attention: When people are working from home, then they will not be able to avoid all of the attention that is given to them. They will also be able to receive a lot of attention from those around them, even from the ones who may not be giving them positive recognition. If someone works from home, then they will want to avoid all of the attention, so it could be very difficult for them to do their job.

Therefore, working from home is not ideal for everyone. When someone is working from home, it can be difficult for them to do their job and meet their goals as a well as be healthy at the same time. The flexibility that working from home provides might not be what some people want, so it is important to make sure that people find out what they want.

Ten Commandments for Working from Home

After analysing the advantages and limitations of working from home, the researcher has found that working from home is not for everyone, These 10 commandments are like a guide for the employees to follow and improve company performance along with their health.

1. Know what you want: Once someone has determined their perfect position and they decide to work from home, they then need to make sure that they know what they want in a job. They will not be able to attain the flexibility and freedom that working from home offers if they do not have a clear vision of what is important. If a person does not know exactly what it is that he or she wants because of the lack of structure, then it can be very difficult for them to figure out how to meet those goals.

2. Maintain personal relationships: It is important for someone who works from home to maintain positive relationships with his or her family members and friends. If a person does not have a good family life, it could cause major problems in the future. If someone does not want to work from home because of the issues with their relationships, then it can be very difficult for them to figure out how they will reach the goals that they want.

3. Have some flexibility: If someone is working from home, they need to make sure that their goals are flexible enough to be able to accomplish them through flexible time rather than working at specific times each day or week. If a person has no time in which they can accomplish what needs to be done during the day, then it can be very difficult for them to figure out how to meet their goals and get things done.

4. Get enough rest: If a person does not get enough rest, then it can be very difficult for him or her to accomplish what needs to be done in the day. If one does not have the time to sleep, then it would be very difficult for one to still accomplish what needs to be done during the day.

5. Communicate with colleagues and co-workers: It is important for someone who works from home to communicate with their co-workers by using email or chat sessions. If a person does not communicate with their co-workers often through those mediums, then they might not have anyone that they can discuss questions with when they need help on their job. If one does not communicate well with his or her co-workers, then it can be very difficult for them to accomplish what they want.

6. Make A Schedule: If someone is working from home, it is important for them to make a schedule for themselves so that

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they know what needs to be done when. Without a schedule, it would be very difficult for someone who does their work from home to meet their goals and accomplish what needs to be done during the day.

7. Keep your workspace organized: If someone has an organized workspace, then it will help them meet their goals much sooner than if their workspace is disorganized. A disorganized workspace will cause confusion and cause stress because of the clutter that they have around them. If a person is disorganized, then it can be very hard for them to meet their goals.

8. Develop Good Time Management Skills: If someone works from home, they need to develop good time management skills because it is so easy for them to allow distractions to throw off their day. Everyone who works from home needs to develop the skills that can help them accomplish what needs to be done daily. If one does not use his or her time wisely when working at home, then it can cause problems in the future.

9. Avoid Using Distractions: It is easy for someone who works from home to get distracted because they have the ability to do anything that they want on their time. If a person spends their time doing things other than the tasks that he or she needs to accomplish, then it can cause problems in the future. It is very important for someone who works from home to know what he or she should and should not do when working from home.

10. Have Good Social Habits: If someone does not want to work from home because of fears of ruining their social life, it would be a good idea for them to develop good social habits around their job. If they do not have good social habits, then it will be a lot of stress to them and their family members.

Even though working from home may seem like it is the best idea to many people, it is important for them to realize that it can also be hard and be different for everyone. One must realize that there will always be the good and bad about everything in life, so that way they can adjust accordingly.

Conclusion

This paper presents the advantages and obstacles of working from home. The advantages of working from home include the ability to work remotely, save time for certain office tasks, increase productivity, promote creativity, and adjust work-life balance. The disadvantages of working from home include the need to build a secure workplace and security concerns due to your personal information being at a risk. Working at home can also be very challenging in terms of socializing, occupational injuries, and loss of identity (Gruene 2011).Overall, this paper is helpful especially when people are looking for jobs that allow them to be able to work from home or in an office that mates both options as an employee may have his or her own preference on what type of job they would like.

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TOJDEL The Online Journal of Distance Education and e-Learning, April 2023 Volume 11, Issue 2

A STUDY ON CONSUMER PERCEPTION TOWARDS ADOPTION OF E-VEHICLE IN SANGLI CITY

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ABSTRACT
E-Vehicle is a solution to lot many problems such as pollution, increasing the fuel rates, deaths due to pollution etc. Combustion engine automobiles generate a variety of pollutants. The amount of fugitive emissions from fuel, their source, and other factors such as the type of vehicle and how well it is maintained are all included in the pollutants that come from automobiles. Hydrocarbons and carbon monoxide are the main pollutants produced by gasoline-powered automobiles, whereas oxides of nitrogen and particulates are the main pollutants produced by diesel-powered vehicles. E-Vehicle generates zero pollution, saves money as lesser cost for charging and no fuel needed. EVs offer a practical way to cut overall greenhouse gasses emissions and decarbonize on-road transportation when they are charged with clean electricity. Due to the significant energy and environmental benefits of high vehicle economy, low exhaust emissions, and less reliance on petroleum (electricity production has a wide range of fuel options), vehicle electrification is a game-changer for the transportation industry. In the evolution of the energy system, the electrification of vehicles is a disruptive force that fundamentally alters the roles of many industries, technologies, and fuels in long-term transformation scenarios. There is little doubt that EV charging will have an influence on the power sector in terms of overall energy use, demand profiles, and supply-side synergies. The E-vehicles availability and adoption is a challenge as the cost of E-vehicle and the infrastructure facility available at present in India restricts consumer to adopt it. This paper tries to explore the consumer perception towards E-vehicle purchase decision in Sangli city.
Keywords : E-Vehicle, Consumer Awareness, Consumer Perception, Infrastructure Facility, Purchase Decision

Introduction

According to the studies, air pollution has a negative impact on economic output in addition to threatening human health. In India, the negative health effects of air pollution are increasing. Air pollution was responsible for 1.67 million deaths in India in 2019, accounting for 17.8% of the country's total deaths. In India, the economic loss due to premature mortality attributed to air pollution in 2019 was US$ 28.8 billion, while the economic loss due to morbidity owing to air pollution was $ 8.0 billion. In 2019, the economic loss due to lost output due to premature mortality and morbidity caused by air pollution amounted to 1.36 percent of India's GDP. In India, the cost of air pollution is $26.5 per capita.

In fiscal year 2020, passenger vehicles and two-wheelers dominated the Indian automotive market, with over 3.4 million and over 21 million units produced, respectively. Domestically, about 21.5 million automobiles was *projected to be sold in 2020. According to a study conducted by the Center for* Science and Environment in Delhi, CO_2 emissions on Indian roads are anticipated to reach 1212 million tonnes by 2035, up from 208 million tonnes in 2005.

Electric vehicles are being viewed as a viable mode of transportation, and a few national governments have successfully updated their innovation development goals. Electric vehicles are the best solution for the overall problem of deaths due to air pollution, increasing CO_2 emission etc. E-Vehicles provides a suitable needed facility for customers in return the environment friendly as well as CO_2 reduction will be a great achievement which will not only solve the problem of air pollution but also there will be a huge reduction in the death rate. It's possible only when a majority and dominant population start adopting E-Vehicles. It can be possible when government provides a good facility / subsidy in the cost of E-Vehicles.

Literature Review

A number of studies have been carried out to understand the consumers awareness and adoption of EVs. The attributes researched and the factors studied are, the cost of EV, range anxiety, battery cost, incentives offered, availability of charging points, time required to charge, distance travelled on each charge. A few studies have been highlighted.

The authors, Garling A and ThogersenJohn,(2001) argue that replacing traditional vehicles with electric vehicles can reduce local pollution and greenhouse gas emissions from the transportation sector. They also contend that the user of an electric vehicle pays a hefty price for these societal benefits in terms of pricing, availability, speed, and acceleration. The authors believe that to finish the diffusion process, suppo nd skilled marketing are required. Based on a consideration of current and future e vehicles, as well as a review of data on early adopters, the article outlines a two-p electric automobiles.

Author Varoon Senthil and others(2018) investigated the Indian market and sales strategy for the prospective electric racing vehicle niche. The goal of this research was to look into the viability of an electric car racing market in India, specifically with regard to upcoming Formula Student electric racing teams. Based on their approach to electric vehicles, the author has divided the target market into three divisions. The market potential of all Tier 1 and Tier 2 cities is investigated. This study also examined customer-centric and business-centric marketing methods that can be used to sell electric racing vehicles in the Indian market.

Researchers Jui-Che Ju and Chun Yang(2019) developed a theoretical framework based on the Theory of *Planned Behavior, Technology Acceptance Model, and Innovation Diffusion Theory to investigate the* important elements influencing customers' decision to acquire an electric vehicle. The authors believe that applying the Key Factor Model developed in their study to customers' behavioural intentions about the purchase of electric vehicles is appropriate. The results of the Structural Equation Modeling analysis have been highlighted in terms of behavioural intention, attitude toward behaviour, and regulations.

A report on the prospects and scope for electric vehicles in India was published by Kesari Janardan Prasad and others(2019). Their paper began by discussing the scope and opportunities of electric vehicles in India, followed by the various policies and frameworks in place by the Indian government, case studies from around the world on electric vehicle adoption, and finally, how India could implement and benefit from the strategies at both the local and national levels.

In their research work, Mohamed M. and others examined the potential and difficulties in India. They researched several different kinds of electric vehicles, including ground-based, aerial, and maritime models. A study looks at how replacing internal combustion engines with electric ones can save consumers money and drastically reduce pollution. Opportunities for adopting electric vehicles are provided by the study. Opportunities including government programmes, batteries, industrial growth, and environmental advantages. Research also examines the difficulties.

The research article by K.W.E. CHENG, titled Recent Development in Electric Vehicle, attempted to examine the advancement of major electric vehicle components, including motor types, energy storage, charging systems, and charging networks. This study gives a summary of the recent work on electric vehicles in the region. The study discusses the creation and evaluation of several component pieces. Discussions also include the fundamentals of engine, steering, and braking design, as well as battery and charger technologies. And finally, a prototype electric car is shown in the study.

In their research publication, Wentao Jing and colleagues reviewed network modelling and discussed the need for additional study. This study presents a comprehensive review of works on electric vehicles and also discusses the current research gaps in theories, modelling methods, solution algorithms, and applications. Beginning with an overview of electric vehicle principles, market share, characteristics, and charging infrastructures. The investigations on the subject of network traffic assignment for electric vehicles and a lack of charging stations are then discussed in detail. The specific characteristics of electric vehicles, such as their limited range, must be taken into account when predicting their routing behaviour and constructing their charging infrastructure networks, we conclude.

Together with others, the author Rui Xiong attempted to track the development of research in electric and intelligent automobiles. They examined papers on lithium-ion batteries, advanced motor control techniques for EVs, wireless EV charging, increasing ride comfort, EV energy management, connected and automated vehicles, smart grids, electrical infrastructure, electrification of heavy-duty and off-road vehicles, and design optimisation for vehicle structure in this paper.

The paper seeks to explain the development of EV, its current situation, and Matteo Muratori and others' predictions for the future. This article provides a comprehensive and timely analysis of scientific studies looking into a variety of EV-related topics, such as: (a) a market overview of light-duty EVs and current adoption projections; (b) market opportunities beyond light-duty EVs; (c) a review of the cost and performance evolution for batteries, power electronics, and electric machines, which are essential to the success of EVs; and (d) the status of the charging infrastructure, with an emphasis on studies and measures that have; (e) a summary of how

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EV charging affects power systems at different scales, from bulk power systems to distribution networks; (f) insights into studies of life-cycle costs and emissions that specifically focus on EVs; and (g) expectations for the future and connections between EVs and other emerging trends and technological advancements.

In his study, G Krishna sought to pinpoint customer perceptions and adoption hurdles for electric vehicles. According to the researcher, supply and choice of automobiles, difficulty to convert sales, and dealers' role are the three hurdles that have an impact on consumers' image. 2. Lack of trust in technology due to factors such as autonomous vehicles being unsafe, ecologically unfriendly, unreliable, and technological immaturity. 3. Adapting to technology Cost of ownership and purchase, infrastructure, range, and recharge time are the first three factors. 4. Desirableness the vehicle's soul and character, the repair, the culture, the lack of fun, the lack of good aesthetics, and the futuristic concept. Performance, Sound, Emotional Attachment, Bad Image.

Research Design

The type of research adopted is basically descriptive vis-a-vis exploratory. The authors have made the attempt to explore the motivating factors as well impediments towards the adoption of EV.

The present research endevour aims at the two major objectives:-

1. To study the consumers perception towards E-Vehicle
2. To examine the factors influencing/impeding consumers to purchase E-Vehicle

Sample Design:

Population selected was from Sangli city. The selected sample are the respondents between the age group 18 to 55.

Result and Discussion

In this section the authors have made an attempt to present the primary source data and draw the inference

Age	No. of Respondents	Percentage
Bellow 18	0	0
18 - 25	35	35
25 - 40	54	54
40 - 50	11	11
Above 50	0	0
Total	100	100

Table 1. Age of respondents

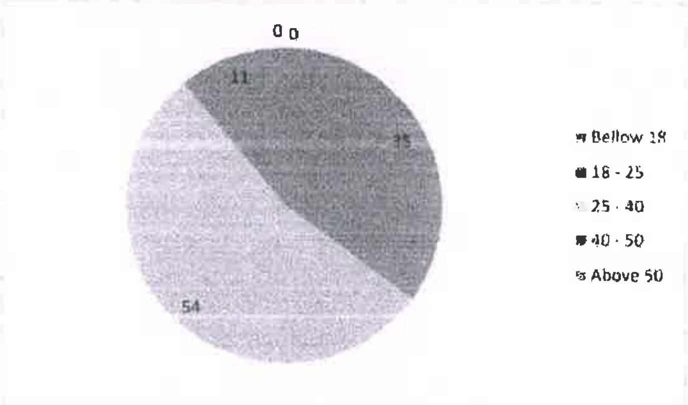

Figure 1. Age of respondents

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Most of the customers interested in E-Vehicle are youth and middle-aged. Since the India's 70% of population is bellow 45 years which is reflected in the above table. Similarly these youth are found to be environment conscious with preference for zero pollutant vehicle (E-vehicle).

E-Vehicle Acceptance	No. of Respondents	Percentage
Yes	80	80
No	10	10
May be	10	10
Total	100	100

Table 2. Willingness towards accepting E- Vehicle

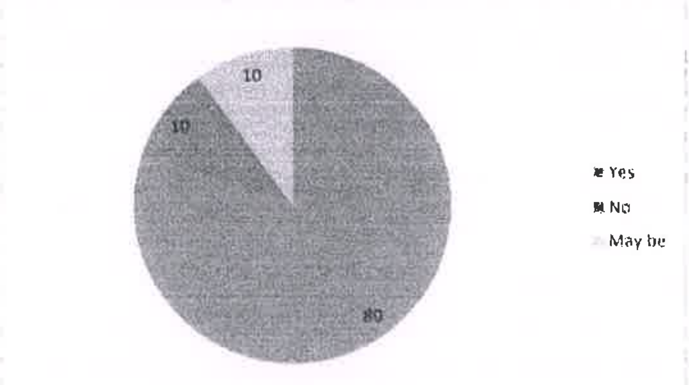

Figure 2. Willingness towards accepting E- Vehicle

Majority i.e. 80% of customers are ready to accept E-Vehicle.

The present climate change conditions is creating and awareness an interest among the youth to protect our mother planet by accepting pollution free vehicle. The above claims is confirmed through cross verification and informal interaction with respondents.

Expected Cost for E-bike	No. of Respondents	Percentage
up to Rs. 50,000	0	0
Rs. 50,000 to Rs. 70,000	30	30
Rs. 70,000 to Rs. 80,000	70	70
Rs. 80,000 to Rs. 1,00,000	0	0
Above Rs. 1,00,000	0	0
Total	100	100

Table 3. Expected Price Willing for E-bike

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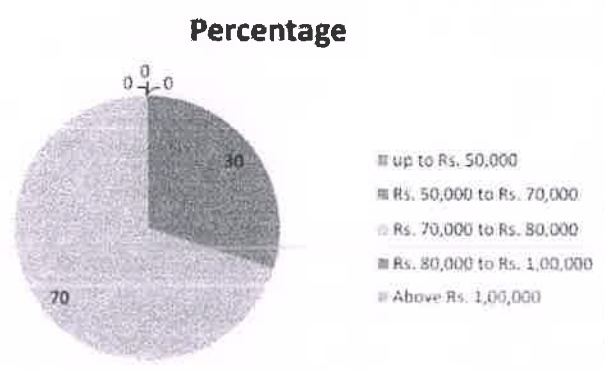

Figure 3. Expected Price Willing for E-bike

Expected Cost for E-bike : Customer expected price range is between Rs. 50,000 to Rs. 80,000 for E-Bikes.

With reference to table 1 and 2 as most respondents are youth and willing to accept E-Vehicle, at a same time they are also price sensitive. Hence, price is one of the major dominant factor in their decision making.

Expected Cost for E-bike	No. of Respondents	Percentage
Rs. 5,00,000 to Rs. 10,00,000	40	40
Rs. 10,00,000 to Rs. 15,00,000	50	50
Rs. 15,00,000 to Rs. 20,00,000	10	10
Rs. 20,00,000 to Rs. 25,00,000	0	0
above Rs. 25,00,000	0	0
Total	100	100

Table 4. Expected Price Willing for E-Vehicle Car

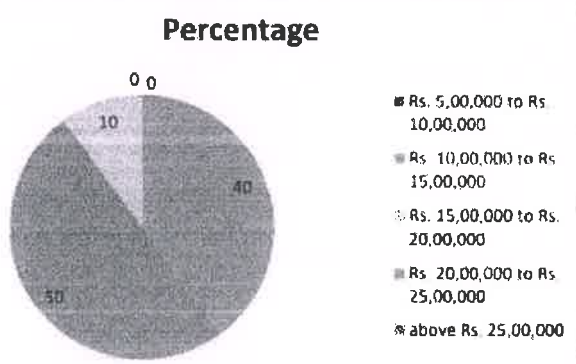

Figure 4. Expected Price Willing for E-Vehicle Car

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Expected Price for E-Vehicle Car : 50% Customer expectations are between Rs. 10,00,000 to Rs. 15,00,000 price range for E-Vehicles i.e. cars and 40% Customer expected price range is between Rs. 5,00,000 to Rs. 10,00,000.

Out of the various decision making variables in the purchase of E-Vehicle car, price of the vehicle is a pre dominant factor.

Reasons to buy E-vehicle	No. of Respondents	Percentage
No Fuel / Save Fuel	90	90
Saves Money / No Fuel Cost	20	20
E-Vehicle is cheaper	80	80
No Carbon Emission	60	60
Looks Good	50	50
No Noise	30	30
Performs well	20	20

Table 5. Reasons to buy E-vehicle

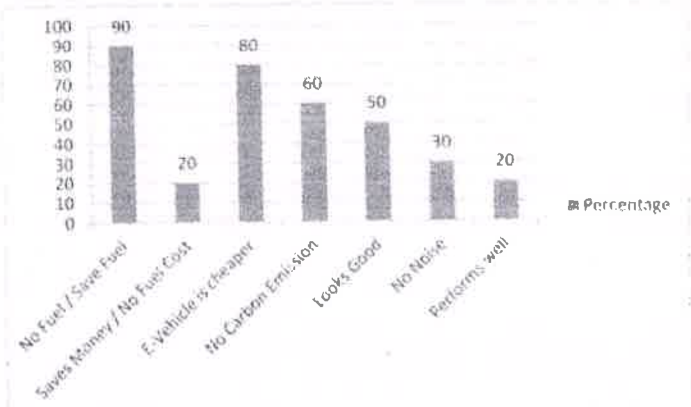

Figure 5. Reasons to buy E-vehicle

Reasons for buying E-Vehicle : 90% customers are ready to buy E-vehicle, as it doesn't need fuel and it saves fuel, 80% as its cheaper in transportation cost, 60% as it doesn't emits carbon.

The respondents have a multi reason for accepting E-vehicle. Such as, fuel saving, saving money, no carbon emission and cheaper cost.

Problems in buying E-vehicle	No. of Respondents	Percentage
Less Charging Station	90	90
No Safety	20	20
Less Power of pulling as compared to Other fuel vehicle	20	20
Limited Variety	30	30
Charging is problematic	60	60

Table 6. Problems you feel in accepting E- Vehicle

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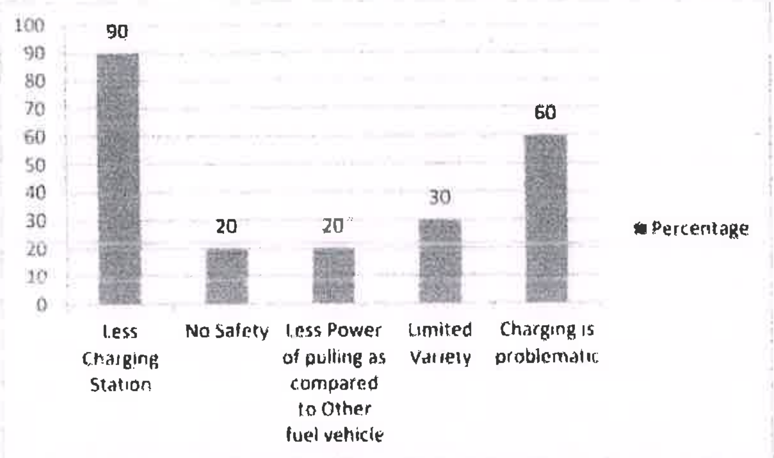

Figure 6. Problems you feel in E- Vehicle

Problems in adopting E- Vehicle : 90% customers feel biggest problem is less charging station.

With great interest in purchasing E-Vehicle respondents also have fear in accepting with inhibiting factors such as, less charging station, less power in pulling as compared with fuel vehicle, limited variety and no safety

Present Cost	No. of Respondents	Percentage
Too High Price	50	50
High Price	20	20
Right Price	30	30
Low Price	0	0
Too Low Price	0	0
Total	100	100

Table 7. Present cost of Electric Vehicle (Bikes/ Cars) available in Indian Market

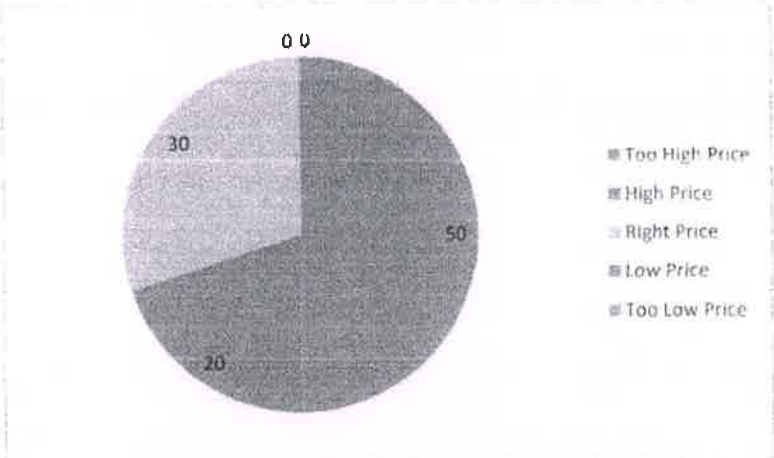

Figure 7. Present cost of Electric Vehicle (Bikes/Cars) available in Indian Market
Present cost of Electric Vehicle : 70% customers feel price is high

In order to increase customer interest towards E-vehicle and decrease pollution the price should be reduced. The government plays a vital role by providing subsidies the price can be reduced which in return can increase the customer interest to purchase E-vehicle.

Awareness of Subsidies	No. of Respondents	Percentage
Completely Aware	38	10
Slightly Aware	154	40
No Detail only heard	77	20
Not at all aware	115	30
Total	384	100

Table 8. Awareness of subsidies provided by government

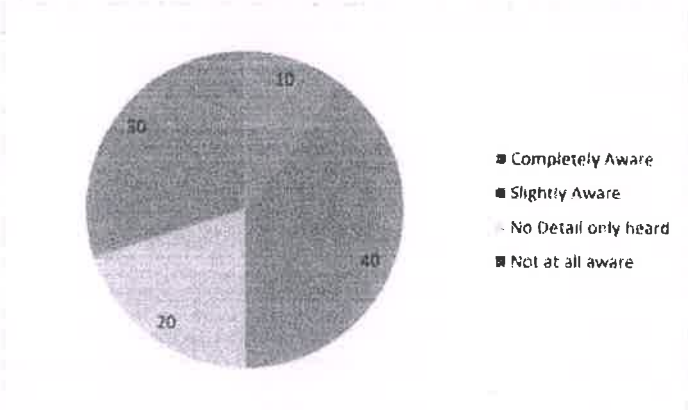

Figure 8. Awareness of subsidies provided by government

Awareness towards Government Subsidies : Customers are aware of subsides at a same time same number of customers are unaware of it, hence government needs to promote its subsidy facilities Proper channel need to be selected in order to reach customer and communicate and make them well aware of government subsidies which will benefit in price reduction and increase the sales.

Interested to buy because of govt. Subsidy	No. of Respondents	Percentage
Yes	231	60
No	38	10
Maybe	115	30
Total	384	100

Table 9. Buying E-Vehicle because of government subside

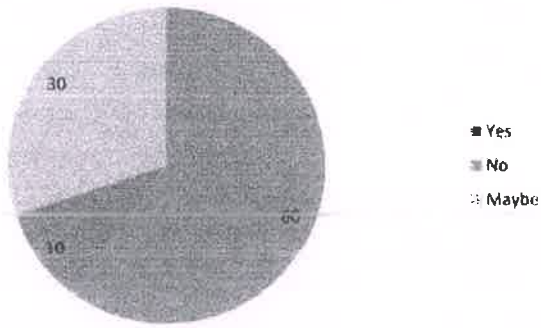

Figure 9. Buying E-Vehicle because of government subside

Ready to buy E-Vehicle because of government subside: 60% respondents are ready to buy E-Vehicle because of government subsidies, Government need to provide good subsidies as expected by customer and promote to make public aware which will increase the purchase intension

Finding

1. Respondents those who are attracted towards E-Vehicles are mostly between the age group of 18 to 40 age.
2. Majority of respondents that is 80% are ready to accept E-Vehicle
3. Customers expect E-bikes between the range of between Rs. 50,000 to Rs. 80,000 price range
4. Customers expecting E-Vehicle cars between Rs. 10,00,000 to Rs. 15,00,000 price range are 50% and expecting between Rs. 5,00,000 to Rs. 10,00,000price range are 40%
5. Most of the respondents that is 90% are willing to adopt E-Vehicle, as it saves fuel, no fuel needed and no carbon emission
6. Major impeding factor in adoption of E-Vehicle is less charging station, felt by 90% respondents
7. Present E-Vehicle price in market is high, felt by 70% respondents
8. Awareness of government subsidies on purchase of E-Vehicle is very less that is 40%
9. Respondents those who are ready to purchase E-Vehicle because of subsidy are 60%

Conclusion

The country requires an alternative to gasoline and diesel automobiles. As a result, EV must be pushed. It has also been revealed in my current research. When we examine the data, we are certain in the impact of vehicles on the environment. And, to some extent, electric vehicles will provide a solution. Electric automobiles are expensive, with limited brand options and charging locations. Consumers are interested in electric vehicles. Even current electric vehicle owners are satisfied, but they demand additional amenities, elegance, and innovation. When it comes to it, businesses have failed and must improve. As a result, promise exists, but attention from the massive vehicle industry is required. They should determine the wants and requirements of Indian customers before producing electric vehicles. The government should implement tough pollution policies as well as policies to promote the use of electric vehicles. It will only be possible if the government lends a helping hand to electric automobiles

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https://doi.org/10.5281/zenodo.8338739

Impact of Google Adwords on Consumer Buying Behaviour

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Abstract: This study employed a quantitative methodology to investigate the impact of Google AdWords on consumer buying behaviour. A structured survey questionnaire was developed to collect data from a sample of participants. The survey included questions related to consumer attitudes, purchase intentions, brand awareness, engagement, and post-click behaviours. A sample size of 198 participants was determined using a random sampling technique from a target population of consumers who have been exposed to Google AdWords. The participants were selected based on specific demographic criteria to ensure representation across different age groups, genders, and locations. Overall, the findings suggest that targeted and personalized advertisements through Google AdWords have a significant impact on consumer behaviour. They are more appealing, relevant, and informative, leading to increased intention to make a purchase and recommendation of advertised products or services. These results highlight the effectiveness of targeted and personalized advertising strategies through Google AdWords in meeting individual consumer needs and driving consumer behaviour.

Keywords: Google AdWords, Personalized Advertisements, Consumer Attitudes, Purchase Intentions, Brand Awareness, Engagement, Post-Click Behaviours

1. Introduction

In today's digital age, the internet has revolutionized the way businesses interact with consumers. With the advent of online advertising platforms like Google AdWords, businesses have gained unprecedented access to targeted advertising and consumer data. Google AdWords, now known as Google Ads, is a powerful advertising platform developed by Google that enables businesses to create and manage online advertisements. It has become a vital tool for businesses seeking to promote their products and services to a wider audience. The impact of Google AdWords on consumer buying behaviour cannot be understated. With its vast reach and targeting capabilities, Google Ads has transformed the advertising landscape, allowing businesses to connect with their target audience more effectively than ever before. By understanding how Google AdWords influences consumer behaviour, businesses can optimize their advertising strategies to drive customer engagement, increase brand awareness, and ultimately boost sales.

One of the primary ways Google AdWords influences consumer buying behaviour is through its ability to deliver highly targeted advertisements. Unlike traditional forms of advertising, such as television or radio commercials, Google Ads allows businesses to target specific keywords, demographics, and locations. This level of precision ensures that advertisements are shown to consumers who are most likely to be interested in the products or services being offered. By presenting relevant and personalized ads to consumers, businesses can capture their attention and increase the likelihood of conversion. Another significant impact of Google AdWords is its influence on consumer decision-making. When consumers search for a product or service on Google, the top search results often consist of a combination of organic search results and paid advertisements. Studies have shown that consumers tend to trust and click on the top search results, including the paid ads. The prominence of these ads can create a perception of credibility and legitimacy for the advertised products or services. As a result, consumers may be more inclined to consider and purchase items from businesses that appear at the top of the search results, increasing the chances of conversion.

Furthermore, Google AdWords provides businesses with valuable insights into consumer behaviour through its robust analytics and tracking capabilities. Advertisers can track various metrics, such as impressions, clicks, conversions, and return on investment (ROI), allowing them to assess the effectiveness of their advertising campaigns. By analysing these data, businesses can gain a deeper understanding of consumer preferences, identify patterns, and refine their marketing strategies accordingly. This data-driven approach enables businesses to make informed decisions, optimize their ads, and tailor their offerings to better meet consumer demands. Additionally, the convenience and accessibility of Google AdWords contribute to its impact on consumer buying behaviour.

With just a few clicks, businesses can create and launch ad campaigns, reaching a global audience within minutes. This accessibility enables businesses of all sizes to compete on a level playing field, as they can allocate their advertising budget efficiently and effectively. Moreover, the ability to measure the performance of ad campaigns in real-time allows businesses to make immediate adjustments, ensuring their advertisements resonate with consumers and drive desired actions. In conclusion, Google AdWords has revolutionized the advertising landscape and significantly impacted consumer buying behaviour. Its targeted advertising capabilities, influence on consumer decision-making, provision of valuable insights, and convenience have made it an indispensable tool for businesses seeking to connect with their target audience. By leveraging the power of Google AdWords, businesses can engage consumers, build brand awareness, and drive conversions in a highly competitive digital marketplace.

2. Literature Survey

Danaher and Mullarkey (2003) showed that web advertising has a significant influence on customers. It aids in their ability to identify the item and bring back past memories of it. They also said that individuals prefer animated visuals to plain and static adverts. Mohammed and Alkubise (2012) conclude that consumer reviews have a big impact on what people buy online. Consumers read reviews of both the products and the websites before making any online purchases. Since the attitude of the consumer is the primary determinant of online purchasing behaviour, there are several factors that might affect this attitude, including value, other customers' feedback or opinions, previous online purchasing experiences, and brand loyalty.

Afzal and Khan (2015) demonstrate that excellent content, graphics, and online advertisements are necessary for them to be effective. One of the crucial aspects influencing and having a direct and major impact on consumers' online purchasing behaviour is consumer loyalty, which is one of the factors of attitude towards a brand. Bakshi (2013) concluded that "The World Wide Web is progressively evolving into a standardised ad platform with the greater use and fission of the Internet. The Web provides a business advertising environment with more interactive services, rich media resources, and a worldwide reach. Anusha (2019) discovered in her research that online advertising influences customer purchasing decisions favourably since it raises product awareness. Additionally, it offers a cutting-edge approach to target the buyer immediately. Kalia and Mishra (2016) also identified other crucial elements, such as the effectiveness of online moving advertisements that feature music, visuals, and seven animations. Consumers can only learn about a product from online advertisements. Due to issues with trust, the majority of customers choose to make purchases through a company's official websites rather than by clicking on online advertisements. Afzal and Khan (2015) investigated the impact of online and conventional advertisement on consumer buying behaviour of branded garments and noted that their decision to purchase a product is influenced by prior product usage, brand loyalty, and word of mouth. We can therefore draw the conclusion that online advertising influences customer purchasing decisions.

Lambrecht and Tucker (2013) explored that Ad personalization tries to generate customized adverts that best suit a certain consumer, as opposed to ad targeting, where the starting point is a specific commercial.Baum (2017) stated that approximately 94% of marketers and consumers agree that customization has become vital. According to recent studies, at least 80% of people are more likely to react favourably as a result of personal experience.Njuguna Ngure Alvin (2017) study, which stated online advertising is crucial for communicating with customers, piquing their interest, and raising their awareness of a brand. However, there are several obstacles to online advertising on consumer choice, such as a customer's attitude and how that attitude affects their mental state towards a particular issue.

Bhat, Shetty and Maiya (2020) reviewed that internet advertising has emerged as the most preferred means of attracting customers when compared to traditional advertising. They added, internet provides a broad range of confirmation, which is noteworthy for various different public relations tactics. Online ads help businesses predict how their clients will behave while making purchases. Mir (2012) conducted a study which showed customers have a positive opinion towards social media advertising. Customers are far more likely to click on adverts when they have a favourable attitude towards online advertising. Due to digitalization, the majority prefers online shopping over traditional methods since it is easier, faster, and more convenient. Online marketing impacted the majority of consumers. Polak (2004) found that pop-up advertisements more significantly impair a person's retention of websites and advertising content.

This research is designed to investigate the impact of Google AdWords on consumer buying behaviour and to explore the effectiveness of personalized and relevant advertisements. The following hypotheses are formulated:

> H1: Targeted advertisements delivered through Google AdWords have a significant impact on consumer buying behaviour.
>
> H2: Personalized and relevant advertisements delivered through Google AdWords are more effective in capturing consumer attention and driving consumer behaviour compared to generic advertisements.

3. Methodology

The research employed a quantitative methodology to investigate the impact of Google AdWords on consumer buying behaviour. A structured survey questionnaire was developed to collect data from a sample of participants. The survey included questions related to consumer attitudes, purchase intentions, brand awareness, engagement, and post-click behaviours. A sample size of 198 participants was determined using a random sampling technique from a target population of consumers who have been exposed to Google AdWords. The participants were selected based on specific demographic criteria to ensure representation across different age groups, genders, and locations. The survey questionnaire consisted of Likert scale items, allowing participants to rate their agreement or disagreement with statements related to their experiences with Google AdWords and its influence on their buying behaviour. The questionnaire also included demographic questions to gather information about participants' age, gender, education level, and income.

To analyze the collected data, descriptive statistics such as mean, standard deviation, and frequency distributions were used to summarize participants' responses. Inferential statistical techniques, such as correlation analysis and regression analysis, were employed to examine the relationships between variables and test the formulated hypotheses.

Ethical considerations were taken into account throughout the research process. Informed consent was obtained from all participants, and their confidentiality and anonymity were ensured. The study adhered to ethical guidelines and regulations governing research involving human subjects.

By utilizing a quantitative research approach, this study aimed to provide objective and statistically significant findings regarding the impact of Google AdWords on consumer buying behaviour. The use of a structured survey questionnaire and statistical analyses allowed for reliable and generalizable conclusions to be drawn from the collected data.

4. Empirical Results

Table 1 presents the distribution of gender among the respondents in the study. Out of the total 198 participants, 100 (50.5%) identified as male, while 98 (49.5%) identified as female. The data indicates a relatively balanced gender representation among the respondents, with a slight numerical advantage for males. This gender distribution will provide valuable insights into the impact of Google AdWords on consumer buying behaviour and the effectiveness of personalized and relevant advertisements, allowing for a comprehensive analysis from both male and female perspectives. By considering the diverse perspectives of both genders, the study can provide a more holistic understanding of how different demographic groups respond to advertising strategies.

Table 1: Gender

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Male	100	50.5	50.5	50.5
	Female	98	49.5	49.5	100.0
	Total	198	100.0	100.0	

Table 2: Age

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	18-25 years	56	28.3	28.3	28.3
	26-35 years	78	39.4	39.4	67.7
	36-45 years	42	21.2	21.2	88.9
	46-55 years	10	5.1	5.1	93.9
	Above 55 years	12	6.1	6.1	100.0
	Total	198	100.0	100.0	

Table 2 provides an overview of the age distribution among the study participants. The data indicates that the majority of respondents fell within the age range of 26-35 years, comprising 78 participants, which accounts for 39.4% of the total sample. The next largest age group was 18-25 years, with 56 participants (28.3%). Following this, 42 participants (21.2%) were aged between 36-45 years, while 10 participants (5.1%) fell within the 46-55 years age range. Lastly, 12 participants (6.1%) were above 55 years old. The age distribution provides a diverse representation of different age groups, allowing for insights into how various age segments perceive and respond to Google AdWords and personalized advertisements. This information is crucial for understanding the impact of these advertising strategies on consumer behaviour across different age demographics.

Table 3: The advertisements I see through Google AdWords influence my purchasing decisions

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	12	6.1	6.1	6.1
	Disagree	13	6.6	6.6	12.6
	Neutral	6	3.0	3.0	15.7
	Agree	87	43.9	43.9	59.6
	Strongly Agree	80	40.4	40.4	100.0
	Total	198	100.0	100.0	

Table 3 displays the responses of the participants regarding the statement, "The advertisements I see through Google AdWords influence my purchasing decisions." Among the 198 respondents, 12 (6.1%) strongly disagreed with the statement, 13 (6.6%)

disagreed, 6 (3.0%) remained neutral, 87 (43.9%) agreed, and 80 (40.4%) strongly agreed. These results indicate a significant positive influence of Google AdWords advertisements on consumer purchasing decisions. The majority of respondents either agreed or strongly agreed that the ads they encountered through Google AdWords had an impact on their purchasing behaviour. This finding supports the hypothesis that targeted advertisements delivered through Google AdWords have a significant impact on consumer buying behaviour (H1).

Table 4: Targeted advertisements delivered through Google AdWords are more appealing to me compared to non-targeted advertisements

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	10	5.1	5.1	5.1
	Disagree	16	8.1	8.1	13.1
	Neutral	13	6.6	6.6	19.7
	Agree	59	29.8	29.8	49.5
	Strongly Agree	100	50.5	50.5	100.0
	Total	198	100.0	100.0	

Table 4 presents the responses of the participants regarding the statement, "Targeted advertisements delivered through Google AdWords are more appealing to me compared to non-targeted advertisements." Out of the total 198 respondents, 10 (5.1%) strongly disagreed with the statement, 16 (8.1%) disagreed, 13 (6.6%) remained neutral, 59 (29.8%) agreed, and 100 (50.5%) strongly agreed. These results indicate a strong preference for targeted advertisements delivered through Google AdWords. The majority of participants either agreed or strongly agreed that targeted advertisements were more appealing compared to non-targeted ones.

Table 5: The advertisements I see through Google AdWords are relevant to my interests and needs

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	9.1	9.1	9.1
	Disagree	16	8.1	8.1	17.2
	Neutral	19	9.6	9.6	26.8
	Agree	59	29.8	29.8	56.6
	Strongly Agree	86	43.4	43.4	100.0
	Total	198	100.0	100.0	

Table 5 presents the responses of the participants regarding the statement, "The advertisements I see through Google AdWords are relevant to my interests and needs." Among the 198 respondents, 18 (9.1%) strongly disagreed with the statement, 16 (8.1%)

disagreed, 19 (9.6%) remained neutral, 59 (29.8%) agreed, and 86 (43.4%) strongly agreed. These results indicate a considerable proportion of participants who perceive the advertisements through Google AdWords as relevant to their interests and needs. The majority of respondents either agreed or strongly agreed that the ads they encounter through Google AdWords are tailored to their specific interests and needs.

Table 6: I am more likely to click on an advertisement through Google AdWords if it is personalized to my preferences

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	8	4.0	4.0	4.0
	Disagree	9	4.5	4.5	8.6
	Neutral	14	7.1	7.1	15.7
	Agree	74	37.4	37.4	53.0
	Strongly Agree	93	47.0	47.0	100.0
	Total	198	100.0	100.0	

Table 6 displays the responses of the participants regarding the statement, "I am more likely to click on an advertisement through Google AdWords if it is personalized to my preferences." Among the 198 respondents, 8 (4.0%) strongly disagreed with the statement, 9 (4.5%) disagreed, 14 (7.1%) remained neutral, 74 (37.4%) agreed, and 93 (47.0%) strongly agreed. These findings indicate a strong inclination among participants to click on personalized advertisements through Google AdWords. A significant proportion of respondents either agreed or strongly agreed that they are more likely to click on an ad if it aligns with their preferences.

Table 7: Personalized advertisements through Google AdWords increase my intention to make a purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	7.1	7.1	7.1
	Disagree	13	6.6	6.6	13.6
	Neutral	11	5.6	5.6	19.2
	Agree	75	37.9	37.9	57.1
	Strongly Agree	85	42.9	42.9	100.0
	Total	198	100.0	100.0	

Table 7 presents the responses of the participants regarding the statement, "Personalized advertisements through Google AdWords increase my intention to make a purchase." Among the 198 respondents, 14 (7.1%) strongly disagreed with the statement, 13 (6.6%) disagreed, 11 (5.6%) remained neutral, 75 (37.9%) agreed, and 85 (42.9%) strongly agreed. These findings indicate a significant impact of personalized advertisements on participants' intention to make a purchase. The majority of respondents either agreed or strongly agreed that personalized advertisements through Google AdWords increased their intention to make a purchase.

Table 8: I am more likely to recommend a product or service advertised through Google AdWords if it is personalized to my interests

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	18	9.1	9.1	9.1
	Disagree	15	7.6	7.6	16.7
	Neutral	19	9.6	9.6	26.3
	Agree	73	36.9	36.9	63.1
	Strongly Agree	73	36.9	36.9	100.0
	Total	198	100.0	100.0	

Table 8 presents the responses of the participants regarding the statement, "I am more likely to recommend a product or service advertised through Google AdWords if it is personalized to my interests." Among the 198 respondents, 18 (9.1%) strongly disagreed with the statement, 15 (7.6%) disagreed, 19 (9.6%) remained neutral, 73 (36.9%) agreed, and 73 (36.9%) strongly agreed. These findings indicate that personalized advertisements through Google AdWords have a significant influence on participants' likelihood to recommend a product or service. A considerable proportion of respondents either agreed or strongly agreed that they are more likely to recommend an advertised product or service if it is personalized to their interests.

Table 9: Targeted advertisements through Google AdWords increase my likelihood of making a purchase

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	15	7.6	7.6	7.6
	Disagree	17	8.6	8.6	16.2
	Neutral	14	7.1	7.1	23.2
	Agree	63	31.8	31.8	55.1
	Strongly Agree	89	44.9	44.9	100.0
	Total	198	100.0	100.0	

Table 9 presents the responses of the participants regarding the statement, "Targeted advertisements through Google AdWords increase my likelihood of making a purchase." Among the 198 respondents, 15 (7.6%) strongly disagreed with the statement, 17 (8.6%) disagreed, 14 (7.1%) remained neutral, 63 (31.8%) agreed, and 89 (44.9%) strongly agreed. These findings indicate a strong positive influence of targeted advertisements on participants' likelihood of making a purchase. The majority of respondents either agreed or strongly agreed that targeted advertisements through Google AdWords increased their likelihood of making a purchase. This result supports the hypothesis that targeted advertisements delivered through Google AdWords have a significant impact on consumer buying behaviour (H1).

Table 10: The advertisements I see through Google AdWords provide me with valuable information about products or services

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	14	7.1	7.1	7.1
	Disagree	13	6.6	6.6	13.6
	Neutral	19	9.6	9.6	23.2
	Agree	59	29.8	29.8	53.0
	Strongly Agree	93	47.0	47.0	100.0
	Total	198	100.0	100.0	

Table 10 presents the responses of the participants regarding the statement, "The advertisements I see through Google AdWords provide me with valuable information about products or services." Among the 198 respondents, 14 (7.1%) strongly disagreed with the statement, 13 (6.6%) disagreed, 19 (9.6%) remained neutral, 59 (29.8%) agreed, and 93 (47.0%) strongly agreed. These findings indicate that the majority of respondents perceive the advertisements through Google AdWords as a valuable source of information about products or services. A significant proportion of participants either agreed or strongly agreed that the ads they encounter through Google AdWords provide them with valuable information. This result supports the hypothesis that targeted advertisements delivered through Google AdWords have a significant impact on consumer buying behaviour (H1) by providing relevant and useful information to consumers.

Table 11: I trust the products or services advertised through Google AdWords

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	16	8.1	8.1	8.1
	Disagree	19	9.6	9.6	17.7
	Neutral	13	6.6	6.6	24.2
	Agree	74	37.4	37.4	61.6
	Strongly Agree	76	38.4	38.4	100.0
	Total	198	100.0	100.0	

Table 11 presents the responses of the participants regarding the statement, "I trust the products or services advertised through Google AdWords." Among the 198 respondents, 16 (8.1%) strongly disagreed with the statement, 19 (9.6%) disagreed, 13 (6.6%) remained neutral, 74 (37.4%) agreed, and 76 (38.4%) strongly agreed. These findings indicate a significant level of trust among participants towards the products or services advertised through Google AdWords. The majority of respondents either agreed or strongly agreed that they trust the advertised products or services. This result suggests that the targeted advertisements through Google AdWords have been effective in building trust and credibility among consumers.

Table 12: Personalized advertisements through Google AdWords enhance my overall browsing experience

		Frequency	Percent	Valid Percent	Cumulative Percent
Valid	Strongly Disagree	17	8.6	8.6	8.6
	Disagree	15	7.6	7.6	16.2
	Neutral	11	5.6	5.6	21.7
	Agree	62	31.3	31.3	53.0
	Strongly Agree	93	47.0	47.0	100.0
	Total	198	100.0	100.0	

Table 12 presents the responses of the participants regarding the statement, "Personalized advertisements through Google AdWords enhance my overall browsing experience." Among the 198 respondents, 17 (8.6%) strongly disagreed with the statement, 15 (7.6%) disagreed, 11 (5.6%) remained neutral, 62 (31.3%) agreed, and 93 (47.0%) strongly agreed. These findings suggest that personalized advertisements through Google AdWords have a positive impact on participants' overall browsing experience. A significant proportion of respondents either agreed or strongly agreed that personalized ads enhanced their browsing experience. This result supports the hypothesis that personalized and relevant advertisements delivered through Google AdWords are more effective in capturing consumer attention and driving consumer behaviour compared to generic advertisements (H2), as they contribute to an improved browsing experience.

4.1. Testing of Hypotheses

4.1.1. Hypothesis 1

H1: Targeted advertisements delivered through Google AdWords have a significant impact on consumer buying behaviour.

Table 13 provides the results of the one-sample t-tests conducted for each statement in the questionnaire. The test value is set to 3, indicating the neutral response on the Likert scale. The t-value, degrees of freedom (df), and p-value (significance level) are presented for each statement. Additionally, the mean difference and the 95% confidence interval of the difference are provided. For the statement "The advertisements I see through Google AdWords influence my purchasing decisions," the t-value is 13.375, indicating a significant impact of the advertisements on purchasing decisions ($p < .001$). The mean difference is 1.06061, suggesting that the participants' responses were significantly higher than the neutral value of 3. Similarly, for the statement "Personalized advertisements through Google AdWords increase my intention to make a purchase," the t-value is 12.297, indicating a significant impact of personalized advertisements on purchase intention (p < .001). The mean difference is 1.03030, indicating that participants' responses were significantly higher than the neutral value. For the statement "I trust the products or services advertised through Google AdWords," the t-value is 9.973, indicating a significant level of trust towards the advertised products or services (p < .001). The mean difference is 0.88384, suggesting that participants' responses were significantly higher than the neutral value. The remaining statements, "I am more likely to recommend a product or service advertised through Google AdWords if it is personalized to my interests" and "Targeted advertisements through Google AdWords increase my likelihood of making an unplanned purchase," also showed significant effects with t-values of 9.526 and 11.064, respectively (both p < .001). The mean differences were 0.84848 and 0.97980, indicating significantly higher responses compared to the neutral value. Overall, these results provide strong evidence that the participants perceive Google AdWords advertisements to have a significant influence on their purchasing decisions, purchase intention, trust in advertised products/services, likelihood of recommendation, and likelihood of making unplanned purchases.

Table 13: One-Sample Test

	Test Value = 3					
					95% Confidence Interval of the Difference	
	t	df	Sig. (2-tailed)	Mean Difference	Lower	Upper
The advertisements I see through Google AdWords influence my purchasing decisions.	13.375	197	.000	1.06061	.9042	1.2170
Personalized advertisements through Google AdWords increase my intention to make a purchase.	12.297	197	.000	1.03030	.8651	1.1955
I trust the products or services advertised through Google AdWords.	9.973	197	.000	.88384	.7091	1.0586
I am more likely to recommend a product or service advertised through Google AdWords if it is personalized to my interests.	9.526	197	.000	.84848	.6728	1.0241
Targeted advertisements through Google AdWords increase my likelihood of making an unplanned purchase.	11.064	197	.000	.97980	.8052	1.1544

4.1.2. Hypothesis 2

H2: Personalized and relevant advertisements delivered through Google AdWords are more effective in capturing consumer attention compared to generic advertisements.

Table 14 presents the results of additional one-sample t-tests conducted for each statement in the questionnaire. The test value is set to 3, representing the neutral response on the Likert scale. The t-value, degrees of freedom (df), and p-value (significance level) are provided for each statement, along with the mean difference and the 95% confidence interval of the difference. For the statement "Targeted advertisements delivered through Google AdWords are more appealing to me compared to non-targeted advertisements," the t-value is 13.694, indicating a significant preference for targeted advertisements ($p < .001$).

Table 14: One-Sample Test

	Test Value = 3					
	t	df	Sig. (2-tailed)	Mean Difference	95% Confidence Interval of the Difference Lower	Upper
Targeted advertisements delivered through Google AdWords are more appealing to me compared to non-targeted advertisements.	13.694	197	.000	1.12626	.9641	1.2885
The advertisements I see through Google AdWords are relevant to my interests and needs.	9.841	197	.000	.90404	.7229	1.0852
I am more likely to click on an advertisement through Google AdWords if it is personalized to my preferences.	16.250	197	.000	1.18687	1.0428	1.3309
Personalized advertisements through Google AdWords make me feel that the company cares about my individual needs.	13.191	197	.000	1.07071	.9106	1.2308
The advertisements I see through Google AdWords provide me with valuable information about products or services.	11.953	197	.000	1.03030	.8603	1.2003

The mean difference is 1.12626, suggesting that participants found targeted advertisements significantly more appealing than non-targeted advertisements. The 95%

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confidence interval for the difference is between 0.9641 and 1.2885. Similarly, for the statement "The advertisements I see through Google AdWords are relevant to my interests and needs," the t-value is 9.841, indicating a significant perception of relevance in the advertisements ($p < .001$). The mean difference is 0.90404, suggesting that participants found the advertisements significantly more relevant to their interests and needs compared to the neutral value. The 95% confidence interval for the difference is between 0.7229 and 1.0852.

Regarding the statement "I am more likely to click on an advertisement through Google AdWords if it is personalized to my preferences," the t-value is 16.250, indicating a significant likelihood of clicking on personalized advertisements ($p < .001$). The mean difference is 1.18687, suggesting that participants expressed a significantly higher likelihood of clicking on personalized advertisements. The 95% confidence interval for the difference is between 1.0428 and 1.3309. For the statement "Personalized advertisements through Google AdWords make me feel that the company cares about my individual needs," the t-value is 13.191, indicating a significant perception of care by the company ($p < .001$). The mean difference is 1.07071, suggesting that participants felt significantly more cared for by the company when they encountered personalized advertisements. The 95% confidence interval for the difference is between 0.9106 and 1.2308. Lastly, for the statement "The advertisements I see through Google AdWords provide me with valuable information about products or services," the t-value is 11.953, indicating a significant perception of valuable information in the advertisements ($p < .001$). The mean difference is 1.03030, suggesting that participants found the advertisements significantly more informative about products or services. The 95% confidence interval for the difference is between 0.8603 and 1.2003. These results indicate that participants perceive targeted and personalized advertisements through Google AdWords to be more appealing, relevant, informative, and indicative of care by the company. They also express a higher likelihood of clicking on personalized advertisements. Overall, these findings suggest the effectiveness of targeted and personalized advertising strategies through Google AdWords in capturing user attention and meeting their individual needs.

5. Conclusion

Based on the hypotheses and the results of the conducted one-sample t-tests, the following conclusions can be drawn:

Hypothesis 1: Targeted advertisements delivered through Google AdWords have a significant impact on consumer buying behaviour.

The results strongly support Hypothesis 1. Participants reported that the advertisements they see through Google AdWords influence their purchasing decisions significantly. The mean difference between the participants' responses and the neutral value was statistically significant, and the 95% confidence interval of the difference did not include the neutral value of 0. This suggests that targeted advertisements through Google AdWords have a significant impact on consumer buying behaviour.

Hypothesis 2: Personalized and relevant advertisements delivered through Google AdWords are more effective in capturing consumer attention and driving consumer behaviour compared to generic advertisements.

The results also provide strong support for Hypothesis 2. Participants expressed a significantly higher level of agreement with statements related to personalized and relevant advertisements through Google AdWords. The mean differences for these statements were statistically significant, and the 95% confidence intervals of the differences did not include the neutral value of 0. This indicates that personalized and relevant advertisements are more appealing, increase the intention to make a purchase, enhance the overall browsing experience, and provide valuable information to consumers. Additionally, participants indicated a higher likelihood of recommending a product or service advertised through Google AdWords if it is personalized to their interests. In conclusion, the findings suggest that targeted and personalized advertisements delivered through Google AdWords have a significant impact on consumer buying behaviour. They are more appealing, relevant, and informative to consumers, and they increase the likelihood of making a purchase and recommending advertised products or services. These results highlight the effectiveness of targeted and personalized advertising strategies through Google AdWords in capturing consumer attention, influencing behaviour, and meeting individual consumer needs.

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SOUTH INDIA JOURNAL OF SOCIAL SIENCES
ISSN: 0972 – 8945

ORGANIZATIONAL SPIRITUALITY: A LITERATURE REVIEW

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Abstract
The purpose of this paper is to determine whether the concept of organizational spirituality (OS), also called spiritually based organization (SBO), continues to be in fact a source of refreshing ideas for organizational studies. Since OS is a topic that does not fall into the mainstream of science, the criteria for selecting a valuable paper was broader. On this basis, this literature review focused on a set of disparate sources: empirical and theoretical-conceptual papers (i.e., peer-reviewed), books, book chapters, and doctoral dissertations. The data revealed that much of the OS scholarly work was largely published in journals with moderate impact factors or in books/book chapters. Such evidence suggests that OS is definitely not accepted by the scientific mainstream, despite the relevance of the topic. Furthermore, it seems that studies, research and writings about SBO, despite their positive effects and properties, do not attract the attention of the majority of the academic community. As a result, this area of knowledge was characterized by a lack of work. This conclusion sounds somewhat surprising given that societies strongly motivated by financial and economic interests have proven to be unhelpful to the well-being of humanity and the planet.
Keywords: Organizational Spirituality, Spiritually based organization, Literature review, Leadership

Introduction

In retrospect, 1999 was a particularly promising year for the field of workplace spirituality and its nuances, specifically organizational spirituality (OS), also called spiritually based organizations (SBOs). After all, the topic was apparently promoted by publishing relevant professional works. For example, Mitroff and Denton's (1999a) MIT–Sloan Management Review article with a sample of executives revealed that they thought their organizations were spiritual and better than their less susceptible spiritual competitors. Importantly, the same year also saw the release of their seminal book, A Spiritual Audit of Corporate America: A Hard Look at Spirituality, Religion, and Values in the Workplace, where they greatly expanded their insights. At one point, they argued, among other things, that organizations were sick because of a "deep spiritual void" (p. XIV). For them, it was paramount that societies change towards spiritual ideas as a kind of business principle in order to reap the positive benefits of spirituality. Further, Mitroff and Denton (1999b) argued that spiritual business orientation is linked to the impact of one's own products and services and the wider environment. In their view, such connectivity was vital to expanding the vision of the business.

Literature Review

Throughout these years, the theme of spirit in organizations has been constantly promoted, but it should also be noted that this progress has not been uniform. In other words, while the study of workplace spirituality that focuses on the individual level has been abundant due to the inclusion of other intervention variables (Do, 2018; Joelle and Coelho, 2019; Haldorai et al., 2020; Zhang, 2020 Sudiro et al., 2021 ;Bantha and Nayak, 2021; Baloch et al., 2021), scholars have paid much less attention to OS (which essentially includes the organizational level). Nevertheless, the aim of this article is to determine whether the concept of OS continues to be in fact a source of refreshing ideas for organizational studies. In other words, has the OS concept already lost its momentum over the years? The best way to answer these questions is to examine the existing literature and its outputs to see if progress has indeed been made and, if so, in what direction. In doing so, this effort also wants to contribute to the debate about OS theory and its real impact.

Regarding the extent of OS, a notable definition of OS was given by Pfaltzgraff-Carlson (2020), "as the extent to which an organization is in relationship with ultimate reality, as evidenced by the extent to which it develops an inner life. , connects with higher intentions and produces a loving relationship within and without" (p. 255, italics in the original). Note that such perceptions include aspects and interests that go beyond the usual business ventures. And this conclusion allows me to infer that the decision to transform a company into an OS involves a huge challenge, like everything related to the spiritual domain, by the way. In line with this line of reasoning, it can be argued that SBOs have unique properties and characteristics that clearly distinguish them from conventional ones. With this in mind, Mitroff and Denton (1999b) hypothesized that evolutionary organization is only one way or model to transform into the spiritual. In this regard, the great efforts of many organizations to become better institutions in recent decades must be recognized. Importantly, still according to Mitoff and Denton, SBOs seek assimilative wisdom in their operations as a key step to truly embark on a spiritual journey. Additionally, the timeline of these companies is more flexible than that of mainstream companies, which are generally tied to next week's or at best next quarter's expected results, not to mention pressure from shareholders and the market itself. It should also be emphasized that, unlike, for example, car companies, this type of company has no problem "admitting its mistakes" and "correcting directly" (Mitroff and Denton, 1999b, p. 177).

At a more basic level, SBO appears to rely on an organizational culture driven by a (coherent) mission statement, socially responsible thinking, values-based leadership and business practices, employee contributions to the organization, personal spiritual development, and well-being. (Kinjerski and Skrypnek, 2006, p. 282). Another notable feature of SBOs is that they "value their employees as individuals and are committed to developing their employees far beyond their professional development" (Wagner-Marsh and Conley, 1999, p. 296). Thus, such organizations are likely to provide their employees with a workplace where religious diversity is forced to be intolerant (Bell and Taylor, 2001). Theorists also argue that SBOs do not abdicate their duty to outperform and enrich their shareholders. However, the path to this leads through a set of corporate actions such as:

- obtaining permanent economic profit;
- building a reputation for the quality and integrity of its products and services;
- reducing staff turnover;
- building long-term trusted relationships with customers and suppliers; and
- giving back to the communities in which they are located (Benefiel, 2005).

On the other hand, it cannot be denied that spirituality alone is not capable of sustaining an organization by itself (Ashforth and Pratt, 2003). As a result, tangible matters (eg profit, pricing policy, product portfolio, markets served, etc.) should be part of the interest of these companies to maintain their raison d'être. For a company to become authentically spiritual, it is paramount that they implement changes involving new roles, job descriptions, and structures that effectively demonstrate their own spirituality (Mitroff, 2003).

SBO leadership appears to take mission statements, corporate values documents seriously and, most importantly, use them in a continuous process of reflection. Thus, it is likely that an organization that operates within such a framework creates team spirituality and employee morale flourishes through relationships in the work environment (Geh and Tan, 2009; Grzeda and Assogbavi, 2011). It is also worth noting that theorists have found that gradually companies that are aligned with spiritual values and principles are also committed to practicing corporate social responsibility and community service (Vasconcelos, 2008; Karakas, 2010). At this point, it is worth recalling that in recent decades, many new terms have been incorporated into the business language, such as corporate social responsibility, civic behavior, environment, sustainability, governance, transparency, among others. There is therefore no reason to believe that OS theorists have rejected them. On the contrary, it is highly likely that SBOs have assimilated these new constructs over the years. However, new conceptual models and empirical work must address it.

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At this point it is worth asking how we can accurately determine the SBO. In this sense, the OS literature reveals many aspects that deserve to be highlighted. For example, in Altaf and Awan (2011, p. 94), OS can be seen when a company is committed to implementing sound practices and measures, fairness, ethics, employee support, encouraging spiritual change, cultural diversity, core value, and employee development programs. Chen and Yang (2012) argued that such a company can be characterized by providing visions and goals that give rise to intrinsic meaning in employees; employee development; cultural values of trust and honesty; employee empowerment; and employees the opportunity to express their opinion. In turn, Bakanauskiene and Katiliene (2015) argue that SBO cultural traits are associated with the prevalence of authority, relationships, truth, trust, honesty, communication, flexibility and authorization. In terms of benefits, it appears that SBO employees tend to feel less fearful, more ethical, and more committed (Fry, 2005). In the same vein, Evers and Reid (2009) suggested that "spirituality in the workplace can help reduce fear by fostering and promoting mutual respect, honesty, and courage" (p. 127).

Conclusion

Unlike the previous literature search focused on this topic (Rocha and Pinheiro, 2021b), the current effort preserved the inclusion of books and book chapters, clearly informed about the period of analysis and also used the term spiritually based organization in search engines. step. Overall, such a procedure provided a telling picture of the theoretical development of OS and shed further light on this theory without compromising the credibility of the work. As pointed out above, this review tried to focus only on scientific work that could bring something noteworthy to the debate on the concept of OS. For the same reason, other related concepts such as spirituality in the workplace and spirituality in the workplace, which have been properly explored, have not been mentioned here.

Additionally, the data revealed that much of the OS scholarly work was largely published in journals with moderate impact factors or in books/book chapters. Such evidence suggests that the concept of OS is not definitively accepted by the scientific mainstream, despite the relevance of the topic. Furthermore, studies, research and writings on SBO, despite their positive effects and features confirmed by this literature review, do not seem to attract the attention of the majority of the academic community. As a result, this area of knowledge was characterized by a lack of work. This conclusion sounds somewhat stunning when we consider that societies that are strongly driven by financial and economic interests have been systematically destroyed and are destroying the well-being of humanity and the planet. Overall, it seems that few companies are actually willing to engage in such a recognizably tough business orientation. At first glance, most of them prefer to run their business operations in the middle ground between purely materialistic and some humanistic concerns. Indeed, becoming an SBO can be seen as a daunting challenge to master, especially in these days of great disruption, chaos and uncertainty. But if we truly intend to contemplate our spiritual side more and more, it is only natural that organizations follow the same path by playing a more transcendent role.

Either way, there are many opportunities for future research to shed more understanding on this area. For example, researchers may focus their efforts on analyzing the structure/design and processes/procedures of SBOs (Biberman, 2009) or alternatively their ideas, performances, behaviors and actions (Vasconcelos, 2011). In this sense, a number of companies have been cited as laudable examples of OS, but the question remains: do they still maintain their core ideas? Biberman (2009) rightly argued that SBOs can lose their spiritual path over time (just like human beings) due to mergers, acquisitions, leadership shifts, and so on. And therein lies an exciting stream of research that deserves further exploration.

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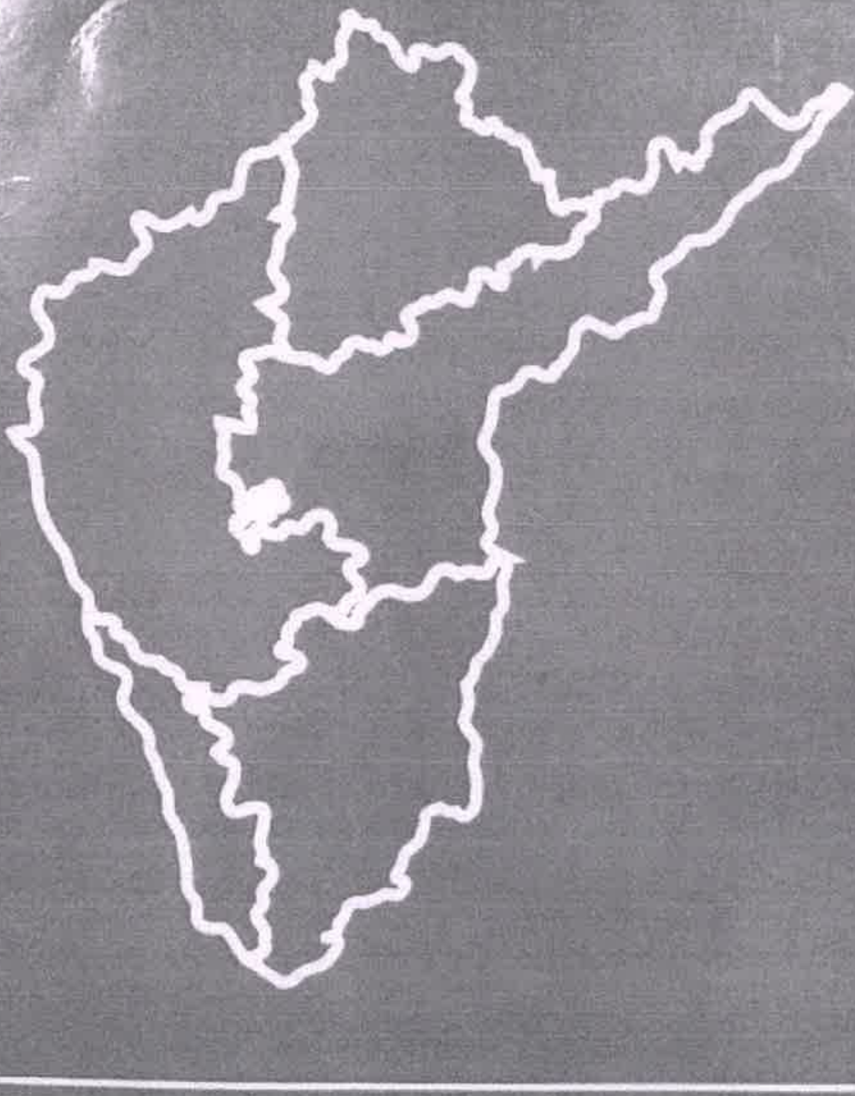
Vidyanagari, Baramati Dist-Pune

ISSN 0972-8945

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES



A.P. ACADEMY OF SOCIAL SCIENCES

Vol. XXI, No.22, January – June 2023

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES
Official Journal of the A.P. Academy of Social Sciences (Regd.)

Vol. XXI, No.22, January – June 2023
BI ANNUAL (UGC CARE Listed)

The Editor South India Journal of Social Sciences
4-53-1, L.B.Colony, Visakhapatnam-530017, A.P.
E-mail : southindiajournal@yahoo.com

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CERTIFICATE OF PUBLICATION

Article Entitled

ORGANIZATIONAL SPIRITUALITY: A LITERATURE REVIEW

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Published in

SOUTH INDIA JOURNAL OF SOCIAL SCIENCES ; ISSN: 0972 – 8945
Vol. XXI, No.22, January – June : 2023,
UGC CARE Approved, Group I, Bi-Annual Journal,

Director
Vidya Pratishthan's
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SOUTH INDIA JOURNAL OF SOCIAL SCIENCES
ISSN: 0972 – 8945

REVIEW OF THEORIES OF CHANGE MANAGEMENT

Dr.Sagar Nimbalkar, Vidya Pratishthan's Institute of Information Technology, Vidyanagari, Baramati

Abstract

Change management is never easy, in personal life, but especially in business. Yet more companies are undergoing enterprise-scale transformation than ever before. It's easy to see why change initiatives are so popular, as digitization is constantly changing how businesses operate. Organizational change is essential to meet the expectations of modern customers. So why are businesses failing to achieve the desired results? Research from Gartner shows that 'half of change initiatives fail and only 34% are clear successes.' What can we attribute to the shocking number of failed change projects? Experts believe the answer lies in change management. This paper reviews five popular theories of organizational change management.

Keywords: Change management, Organization, Behavior, Theories

Introduction

When companies undergo large-scale transformations, they encounter resistance from employees and customers. Changing the status quo is uncomfortable for many people, but achieving sustained growth is essential. Successful change initiatives increase employee productivity, improve business processes and help companies adapt to future changes. Change management is a strategic approach to implementing organizational change. With comprehensive training and support, change management includes leading employees through transition or transformation. The process consists of addressing attitudes to change by focusing on employee resistance. Change initiatives vary depending on the company's goals. Typically, a business attempts to increase efficiency across processes, technologies, and objectives in order to grow the organization. Changing the status quo is a complex process. Many organizations try to involve employees in organizational change. You need all the help you can get, which is why change management models are so important. Change management models provide strategic approaches to organizational change. They consist of methodologies, concepts and theories for implementing change. A change management framework will help you overcome common obstacles and avoid pitfalls that many companies fall into. Change management models rely on psychology, social dynamics, and business disciplines to help change professionals address fundamental change management issues. There are change models that meet the goals of every organization: hiring new employees, updating or replacing internal processes, or implementing new technologies. Companies often waste valuable investments in technology or processes because they don't know how to achieve lasting change. It helps to have guidelines in place to ensure that your company's efforts pay off. Change managers often rely on proven strategies to ensure the highest level of employee engagement in the change process. Change management models are useful for enterprise-wide transformations or departmental change initiatives. The best change management model is one that combines practice and theory to provide change managers with the materials they need to succeed in organizational change. A change management framework is essential for organizations looking to create a new status quo.

This paper reviews five popular theories of organizational change management.

Literature Review

Hussain et al. (2018) state that change is essential for organizations in a growing, highly competitive business environment. Theories of change describe the effectiveness with which organizations are able to modify their strategies, processes and structures. The action research model, the positive model and Lewin's model of change show the stages of organizational change. This study examined the three stages of Lewin's model: unfreeze, movement, and refreeze. Although this model lays out general steps, additional information must be considered to tailor these steps to specific situations. This article presents a critical review of theories of change for different phases of organizational

change. In this critical review, change management offers a constructive framework for managing organizational change at different stages of the process. This overview has theoretical and practical implications that are discussed in this article. Immunity to change is also discussed.
Lewis (2019) claims that change is a significant process in organizational activity, whether it occurs in civic or religious organizations, governments, schools or businesses. Disruption is likely to occur during periods of change. However, these disruptions usually occur against a background of continuity and stability. This chapter provides an overview of the history of the science of organizational change, including important topics in theory building and research. Current process models of organizational changes are also presented. The chapter also emphasizes communication between implementers and other stakeholders. The chapter illustrates how change occurs in the flow of communication and other activities and in the context of organizational structures. This chapter shows how communication can create the operational reality of organizational change and how organizational structures can prompt, prevent, encourage or shape communication about change.
By (2005) argues that successful change management is essential for any organization to survive and succeed in today's highly competitive and ever-evolving business environment. However, the theories and approaches to change management currently available to academics and practitioners are often conflicting, mostly lacking empirical evidence and supported by unquestioned hypotheses regarding the nature of current organizational change management. The purpose of this article is therefore to provide a critical review of some major theories and approaches to organizational change management as an important first step towards constructing a new change management framework. The article concludes with recommendations for further research.
Gill (2002) argues that while change must be well managed, it also requires effective leadership to be successfully introduced and maintained. An integrative model of change leadership is proposed that reflects its cognitive, spiritual, emotional and behavioral dimensions and requirements. The model includes vision, values, strategy, empowerment and motivation and inspiration. The work ends with a brief description of the application of the model in different situations of strategic changes.
Clegg and Walsh (2007) discuss some key issues in change management. Authors use these themes to identify some of the ways of thinking that dominate change management practice and argue that they should be replaced by some alternatives. Alternatives are mainly based on traffic management and socio-technical thinking. Authors characterize existing approaches as partial and speculate that this may be one of the reasons why so many change initiatives are ineffective in achieving their goals. Authors identify some of the reasons why existing ways of thinking are maintained. Authors also point to some ways forward and focus on changes in the way we think and the language we use. Authors speculate that this would improve the effectiveness of change initiatives.
Oakland and Tanner (2007) observe that experience shows that many change initiatives fail. They don't always lead to total failure, but they get stuck, are misdirected, or only partially achieve the desired results. As the rate of change in the external environment increases every minute, the authors set out to identify common success factors for change management. The main purpose of the research was to explore the apparent gap between commonly seen approaches and 'best practice', with the output providing a useful framework to support future initiatives. Leaders in 28 organizations from a variety of industries, including the public sector, were interviewed for their insights on how to successfully manage change. The research, which took place over a period of six months, explored a range of topics related to change triggers, change planning and change implementation. The forces for change as experienced by the respondents were also captured. The research revealed several insights that showed that successful change focuses on both strategic and operational issues. The key links between strategic goals and operational improvement are through key processes that need to be understood, measured and improved. If the links are broken, the change is largely ineffective. The research led to the definition of two main constructs of change management: readiness for change and implementation of change. These have been illustrated schematically in a framework that should be of assistance to all organizations that are about to embark on a change program or are in the process of managing change and want to improve their chances of success.

Other similar notable contributions on change management are from Sirkin & Jackson (2005), Hiatt & Creasey (2003), Waddell & Sohal (1998), Kramer & Magee (1990) and Lawson & Price (2003)

Five popular theories of organizational change management

1. Lewin's change management model

Many experts consider Kurt Lewin to be one of the forefathers of change management, organizational development and social psychology. His ideas were critical in the development of change management theories.

Lewin's change management model is straightforward, but its simplicity makes it powerful. Every change, he says, follows a 3-step process that begins with addressing existing mindsets.

These steps include:

Defrosting

First, the process must move from its current state. To achieve this, it is necessary to overcome inertia, bypass defense mechanisms and remove current beliefs.

Transition

In the second phase, there is a change. It can involve confusion and uncertainty. The end goal is not always clear.

Freezing

The final transition phase involves replacing old ways of thinking and functioning. During this phase, people begin to return to their comfort zone and feel more comfortable with this new status quo.

This model is often used for change management and organizational change. The model itself is easy to grasp, making it easy for management to share with employees. Change professionals who use this theory exclusively can take advantage of its simplicity and then create their plans and tactics.

Organizations looking for step-by-step action plans may consider alternative management models.

2. Kotter's 8-step model for change

John Kotter is a leading authority on change management. Its change management framework is designed specifically for organizational change.

The model consists of 8 steps:

- Create a sense of urgency
- Build a leadership coalition
- Create strategic vision and initiatives
- Call the volunteer army
- Enable action by removing barriers
- Create short-term wins
- Maintain acceleration
- Change of institute

This change management model is useful for those who want more than theory. Provides a step-by-step checklist to maximize success. The first step, creating a sense of urgency, addresses the need for change early in the transformation.

Kotter's model works particularly well for large-scale change, working in conjunction with organizational structure.

The only downside is that this model focuses more on strategy than employees. Feedback is an essential element of change. Listening to employee voices and acting on feedback is essential to avoid employee frustration and resistance. For maximum benefits, consider pairing Kotter's model with other change models.

3. Prosci's change management model ADKAR

The ADKAR change management framework is another theory designed as a road map and implementation plan. Like Kotter's theory, this change management model combines theoretical and practical applications.

The ADKAR model consists of 5 phases:

- Awareness of the need for change

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- Desire to promote change
- Knowing how to change
- Ability to demonstrate skills and behaviors
- Reinforcement to replace the stick

Jeff Hiatt, founder of Prosci, developed the theory. Today, Prosci teaches students the ADKAR model, offers consulting services, and more. Anyone interested in applying this change management model can attend workshops and obtain change management certifications from Prosci.

The ADKAR model of change is popular among people-centered organizations. It favors a system that supports employees throughout the change program. By raising awareness of the need for change, you encourage everyone to participate. Employees need to see how they benefit from the change and why they should actively work with the company to improve the transition.

This method combines knowledge and ability goals to achieve long-term change. The ADKAR model focuses on first achieving change and then training employees to engage in transformation directly. This framework is great for dealing with employee resistance.

4. Kübler-Ross Change Curve

The Kübler-Ross Change Curve is known for being inspired by the five stages of grief originally defined by Elisabeth Kübler-Ross. The change model recognizes that people respond to change emotionally. Business leaders often approach change logically and neglect emotions.

The Kübler-Ross model of change consists of five stages of grief:

- Refusal
- Anger
- Negotiation
- Depression
- Adoption

Employees experience these stages out of sequence, sometimes even experiencing the same emotion multiple times during the process. Of all change management models, the Kübler-Ross Change Curve requires the most empathetic approach. Without communication and empathy, employees feel left out of the transformation.

5. Transition model of bridges

The Bridges Transition Model uses a personal approach to change. It challenges leaders to consider how change affects people and reminds leaders that frustration is a natural part of change. Bridges' change model involves dividing the change path into three stages.

Quit, lose and let go

The first phase involves abandoning familiar ways of working. This process is complex and leads to a lot of resistance. As Bridges' model suggests, asking employees to reach the neutral zone is easier.

Neutral zone

Think of the neutral zone as a stepping stone between the old way of working and the new processes and systems. It is a safe place where employees can feel the new status quo. It helps them gradually abandon the old methods.

New beginning

A new beginning represents new acquaintances. Employees feel more comfortable using new systems, workflows and processes.

The Bridges Transition model is less strategic and more emotional, which many organizations prefer. This personal approach connects employees and management and enables them to tackle the transformation together. It guarantees a smoother transition from old to new.

Conclusion

Many factors determine the success of a change management project. Change management deals with multiple areas of the business and juggling them can be overwhelming. Over-reliance on change management models will take your focus away from other areas of change. When considering change management models for your business, consider the following:

- What methods of change already exist?

- How will the structure of the organization change?
- How do employees and management usually communicate?
- What are the most significant barriers to change in the organization?

Many management models overlap in their strategies. A mixed approach is recommended. There is nothing wrong with taking some aspects from one model and combining them with other management models.

ADKAR, Lewin and Kotter management models are the most popular and proven change management models, but that does not mean they are the right choice for your organization. Change management models should be applied according to the needs of the company. For example, Kotter's model focuses on the role of leadership in managing change, while Lewin's model focuses on other driving forces behind organizational change. Change management models are indispensable tools in deciding the best plan for your organization. But if leaders don't understand how to implement change management theories, their plans will fall apart. Successful organizations follow best practices when implementing change.

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ISSN 0972-8945

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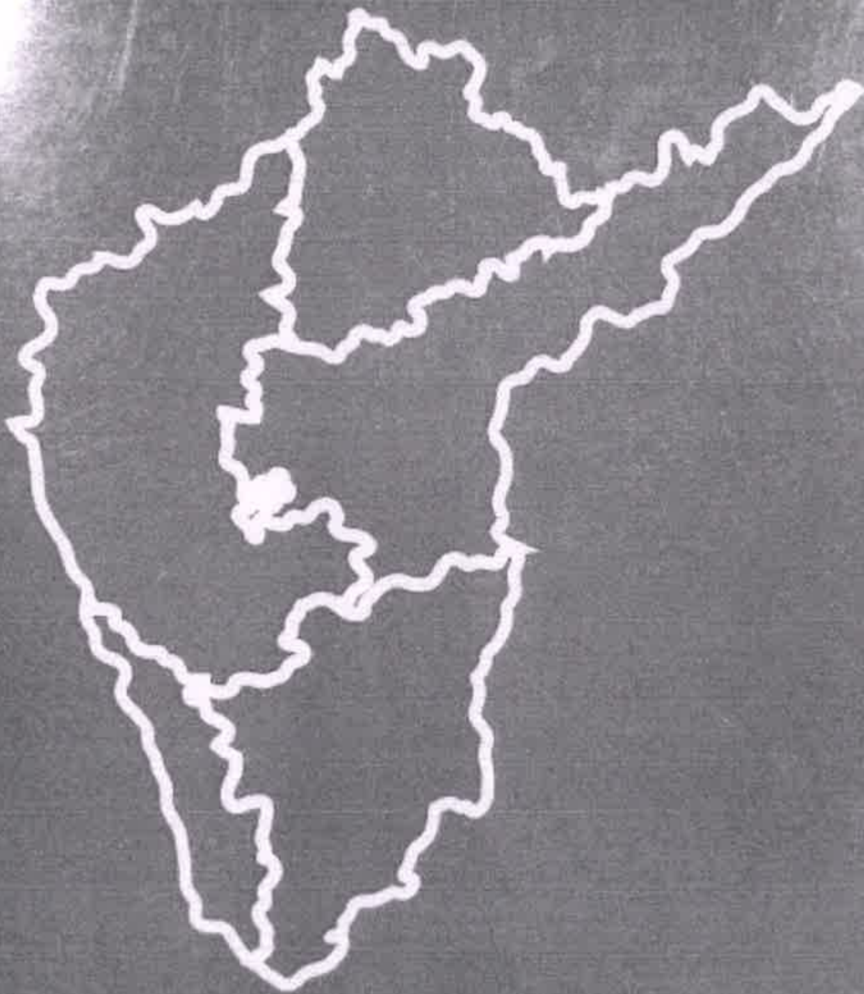

A.P. ACADEMY OF SOCIAL SCIENCES

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SOUTH INDIA JOURNAL OF SOCIAL SCIENCES
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Journal of Engineering Education Transformations ,
Volume 37 , No. 2 , October 2023 , ISSN 2349-2473, eISSN 2394-1707

10.16920/jeet/2023/v37i2/23145

An Empirical Investigation of Engineering Students' Attitute Towards Sports and Physical Education, Cultural Activities and Stress Management

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Abstract: This study gives an empirical perspective regarding engineering students towards sports and physical education, cultural activities and stress management. This research examines various motives for participation and non-participation in various activities. College students involved in lot of stress due to academic work, competition, daily hassles, parental expectations etc. Total sample of 270 respondents who were pursuing Bachelor of Engineering was selected. The students chosen for the study were from departments of Electronics and Telecommunication (E&TC), Computer Science (CSE), Mechanical Engineering (ME), Information Technology (IT) and Electrical Engineering (EE). Chi-square testing was used to taste the stated hypothesis in Research Methodology. This research concludes that students perusing engineering are actively involved in various activities because they are aware of benefit of active participation in sports, physical education and cultural events. At the same time they are also aware about stress management and what are most important causing factors of stress. Result of Hypothesis testing proves that Stress Management is directly proportional to Educational Performance & Parental Expectation. Sports activities found significant impact on Physical Fitness whereas participation in cultural events if directly related to Stress Management.

Keywords: Stress Management, Physical Education, Cultural Events wellbeing, Sports Events, Mental health.

1. Introduction

For most of the adolescents college life is most memorable and sparkling experience of their life. College is the span of life where they enjoy company of friends, vigorous environment, academic and extracurricular activities. In most of the countries, academic performance is a top most parameter to measure achievement of their ward. Most of the parents gives less importance to Sport, Cultural and Stress related educations. College life platform is considered to be the best to learn all these activities and become a successful human being.

Sports and Physical Education: There are numerous benefits of sports and Physical Education in participating these activities which impacts positively but Parental support is always tented towards the academic most rather than the physical fitness and health or all other physical and cultural activities. The children's of today's generation are unaware of the true benefit and importance of participation in sports and physical education activities or cultural activities. So these study is basically focused on what are the

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main reasons of students for not participating in cultural or sports event activities after completing their schooling and joining the bachelor course. From the medical perspective, it can be said that Physical activity is not the best way to combat the stress, but it is accepted that it helps to improve its symptoms. Another benefit of Sports, Physical activity or cultural events can reduce the depression level to an extent. It is because in these activities, people are staying with Team, participating in Sports, and it helps to reduce the depression level.

Due to stress the students are not able to continue their daily routine which results to get affected by other disease. It helps the youth to be aware of the leading a physical active lifestyle. The healthy and physical fitness helps the students as well as elders to be healthy, motivated. Along with the Sports, Physical Education Cultural Event also directly impact positively on health. As participation of students in the cultural programs makes them to work with Team, as a result it enhances the leadership, Team efforts, and social responsibilities. In India, importance is given to Sports, Physical Education and Cultural Event. As we can see regarding the sports, Tournaments are organized and the students participate in sports activities.

Stress – It is very common experience in every student's life. Normally stress is a part of everyone's life and it's unavoidable. Stress is a representation of feeling of emotional and physical tension. In general there are only two types of stress, eustress and distress. Eustress is a good stress which motivates the person to reach the goals, which leading towards happiness and success. Distress is a bad stress where person feel helplessness because they don't have control over what happening. So the stress in student's life leads them towards physical and mental problems.

Many factors such as Academic factors, Social Factors, Family Factors, Emotional Factors and Financial Factors etc. are directly proportional to the leading of Stress among Students [1].

The recent research on stress shows that female students were affected more stress than male students since the female students were managed their stress emotionally by expressing feelings, seeking emotional support, denial, acceptance etc., and the male students are occasionally consumed drugs to manage their stress this is alarm for the society [2, 3]. Stress factors always affect student's academic work.

Stress Management - For every human being, it has to undergo through Adolescence stage which occurs between childhood and adulthood. Most of the students feels unsuitability of their mental development with their physiological changes or with the social environment and then suffer from problems arising from scarce adaptations because of rapid mental development.

For college students there most of the stress comes from academic results, personal relations, physical changes, interpersonal relations, social expectations, career exploration, and parent's expectations.

Cultural Events - Now days, in India cultural events are organized large number. They are celebrated in school, collages, but the important thing is students and their attitude towards cultural events; as the students can be called as backbone of India. The events are celebrated for social service and the students are the key indicators for the Events.

Now days, it is observed that students have shown a great enthusiasm about cultural activities because this gives them a chance to show their hidden talent beyond the classroom experience. Because they are inspired by the contributions of artists, scholars, and professionals who serve as role models for them. The students should participate in such events as it increases their self-confidence and motivate them to achieve their Goals.

2. Need for the Study

In Today's Scenario Stress is very important and affecting phenomenon in student's life, so this research focused on identifying the factors which affects or increase students stress level directly or indirectly. In students life stress level is so high and no one is accepting that its cause's physical and mental problems so it's very important to know which factors leads student's towards stress and distract them from their academic commitments. There is need to aware everyone about what factors of stress are and how to manage and face the situations which leads students towards stress. Secondly not many students participates in sports and physical activities in engineering course so to this study is designed to know the participation and non-participation of students in sports and physical education activities before and after joining engineering course. So from this survey we come to know the reasons for participation and non- participation in sports in engineering course. Likewise from this study we identify the reasons for participation of students in cultural events in engineering course. From this survey based on their responses we can identify the reasons and provide necessary facilities for their participation in sports and cultural activities.

3. Objectives of the Study

I. To measure the percentage of students who participate in sports and physical education.

II. To identify the reasons for engineering students to participating or not participating in sports and physical education.

III. To assess the stress level among the students.

IV. To find out effect and sources of the stress and give suggestions to overcome the stress.

V. To understand the most important reasons for engineering students to participation in cultural events.

4. Scope of the Study

This research is intended to understand Engineering Students' attitude towards Sports & Physical Education, Cultural Activities and Stress Management. This research is carried in Vidya Pratishthan's Kamalnayan Bajaj Institute of Engineering and Technology, Baramati.

5. Research Methodology

To fulfill the purpose of study, we have selected the students pursuing Bachelor of Engineering (B.E) in the departments Electronics and Telecommunication (E & TC), Computer Science Engineering (CSE), Mechanical Engineering (ME), Information Technology (I.T) and Electrical Engineering (EE), First, Second and Third Year of their four year course. They were educated about objectives and purpose of the study and agreed to participating in survey on their own willingness. Stress management, Cultural event and sports and physical education participation related questionnaire consisted of 50 questions to assess five major aspects namely factors which affects stress, present participation in sports, reasons for participation and reasons for non- participation in sports, and reasons for participation in cultural activities. Later the data was analysed to fulfilled or meet the defined objectives.

6. Data Collection

This is an Empirical type of Research. Primary and Secondary data sources were used to collect the required data; which is furthermore used to test the stated Hypothesis of the study.

Primary Data: The primary data of 270 sample respondents is collected from VPKBIET, Baramati. For this purpose discussion and questionnaire method was used. The collected data analysed by simple statistics method and represented in the forms of Graphs and tables.

Secondary Data: To study key concepts which is relevant to this research, we have used secondary data sources such as Research papers, Websites, Journals, Internet, Government Reports, and Magazines etc.

7. Hypothesis of the Study

Hypothesis 1:

H0: There is no association between stress management and educational performance among Engineering Students.

H1: There is association between stress management and educational performance among Engineering Students.

Hypothesis 2:

H0: Sports activities doesn't have a significant impact on Physical Fitness among Engineering Students.

H1: Sports activities has a significant impact on Physical Fitness among Engineering Students.

Hypothesis 3:

H0: Participation in Cultural events doesn't have a significant impact on Stress Management among Engineering Students.

H1: Participation in Cultural events has a significant impact on Stress Management among Engineering Students.

Hypothesis 4:

H0: There is a no correlation between Stress

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Management and Parental Expectation among Engineering Students.

H1: There is a strong correlation between Stress Management and Parental Expectation among Engineering Students.

8. Data Analysis

Analysis of data involves number of closely related operations that are performed with purpose of summarizing the collected data. This Data is further used to draw conclusion which is used for giving the suggestions if necessary. A structured questionnaire is used and the type of question is Likert scale. The data is analysed through simple statistics technique. Graph, Table and MS-Excel used for data collection.

Likert scale and weightage used for Questionnaire:

1	2	3	4	5
Strongly Disagree	Disagree	Neutral	Agree	Strongly Agree
o	o	o	o	o

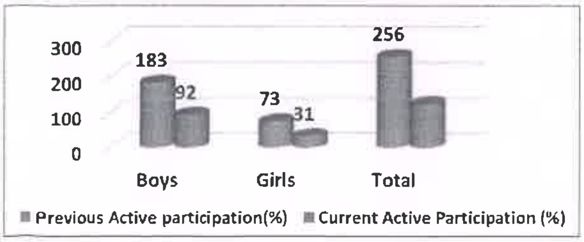
8.1 Student's participation in sports before and after admission into B.E course

The Previous and present participation of students was first analysed by using simple statistics where the respondents answered with Yes or No for their participation previously during school education and also for current participation in Sports and physical education activities. The results are as follows:

Table 1 : Student's participation in sports before and after admission into B.E course

Gender	Total Numbers	Previous Active Participation		Current Active Participation	
		Count	%	Count	%
Boys	189	183	96.8	92	48.6
Girls	81	73	90.0	31	38.2
Total	270	256	-	123	-

Graph 1 : Student's participation in sports before and after admission into B.E course



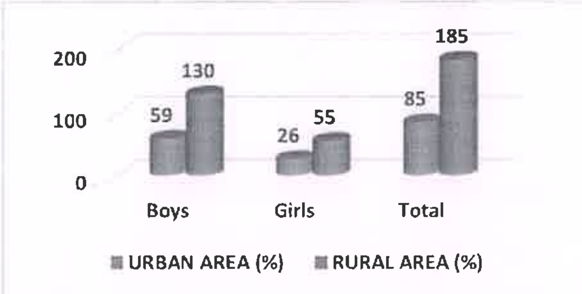
8.2 Demographic Classification of Students -

Demographic Classification of Students was analysed by simple statistics which shows how much students from rural area and how much students from urban areas, and results are as follows:

Table 2 : Classification of students according to rural and urban area

Gender	Total Numbers	Urban Area		Rural Area	
		Count	%	Count	%
Boys	189	59	32.5	130	72.9
Girls	81	26	32.09	55	67.9
Total	270	85	-	195	-

Graph 2 : Classification of students according to rural and urban area



8.3 Responses of student towards reasons for participation in Sports

In the given questionnaire, the responses options given for the subject was between 1 to 5 where 1 is Strongly Disagree, 2 is Disagree, 3 is for Neutral , 4 is for Agree and 5 stands for Strongly agree which will be highest score that can be given by individual for any reason. The Respondents accordingly give their inputs and likewise questionnaire filled by respondents.

Table 3 : Responses of student towards reasons for participation in sports

Sr. No	Reasons For Sports Participation	Mean Score
1	Health and Fitness	4.8
2	Stress Relief	4.5
3	Well- being	4.2
4	Accompanying Friends	2.1
5	Physical Ability	4.52
6	Travel	3.5
7	Meet New People	3.7

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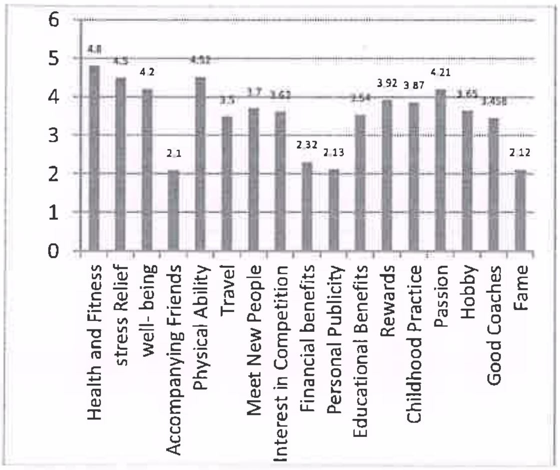
8	Interest in Competition	3.62
9	Financial benefits	2.32
10	Personal Publicity	2.13
11	Educational Benefits	3.54
12	Rewards	3.92
13	Childhood Practice	3.87
14	Passion	4.21
15	Hobby	3.65
16	Good Coaches	3.45
17	Fame	2.12

Graph 3 : Responses of student towards reasons for Participation in Sports



The second approach towards the data was to analyse different reasons for which the student participates in the sports. In questionnaire there were 17 reasons listed with options to give responses. According to the responses collected from students data were analysed.

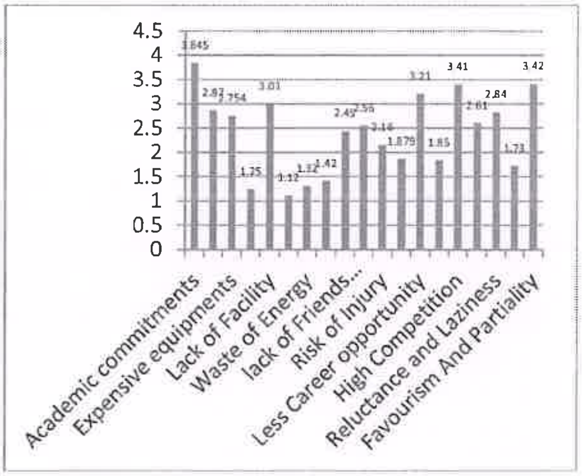
8.4 Responses of student towards reasons for Non-Participation in Sports

There were two categories of respondents who participated in the study. The first category were the students who still have interest in sports or participate in spots after taking admission to B.E course after their school and second category were the ones who stopped participating in sports and physical education activities after joining B.E course. To survive the objective of identifying the reasons for non-participating in sports and physical activities the below data was obtained and analysed. The questionnaire contained 19 various reasons listed with options to give responses. All the 19 statements were reasons for non- participating in sports and physical educational activities. All the responses given by students were analysed.

Table 4 : Responses of student towards reasons for non-participation in Sports

Sr. No	Reasons For Non-Participation in Sports	Mean Score
1	Academic Commitments	3.845
2	No Childhood Practices	2.87
3	Expensive Equipment's	2.754
4	Waste of Time	1.25
5	Lack of Facility	3.01
6	Meant For Children Only	1.12
7	Waste of Energy	1.32
8	Religious Restrictions	1.42
9	Lack of Friends participation	2.45
10	Ill Health	2.56
11	Risk of Injury	2.16
12	Exposes of Body	1.879
13	Less Career Opportunity	3.21
14	More Opportunity for Male	1.85
15	High Competition	3.41
16	Difficulty in Getting Selected	2.61
17	Reluctance and Laziness	2.84
18	Friends Don't Want Me To participate	1.73
19	Favourism And Partiality	3.42

Graph 4 : Responses of student towards reasons for non-participation in sports



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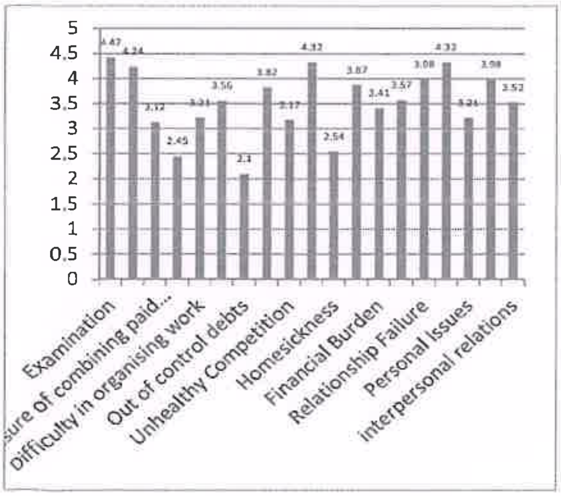
8.5 Responses of student towards the factors of Stress

To attain the objective of identifying the factors this leads students towards stress, the data was analysed. In below table there were listed 19 factors which cause stress to students with the responses.

Table 5 : Responses of students towards the factors of Stress.

Sr. No	Factors of Stress	Mean Score
1	Examination	4.42
2	Deadlines	4.24
3	Pressure of combining paid work & study	3.12
4	Returning to study	2.45
5	Difficulty in organizing work	3.21
6	Poor time management	3.56
7	Out of control debts	2.1
8	Leaving assignments to last minutes	3.82
9	Unhealthy Competition	3.17
10	Parental expectations and style	4.32
11	Homesickness	2.54
12	Social anxiety	3.87
13	Financial Burden	3.41
14	Lack of self Confidence	3.57
15	Relationship Failure	3.98
16	Social Life and status	4.32
17	Personal Issues	3.21
18	Career Exploration	3.98
19	interpersonal relations	3.52

Graph 5 : Responses of students towards the factors of Stress.



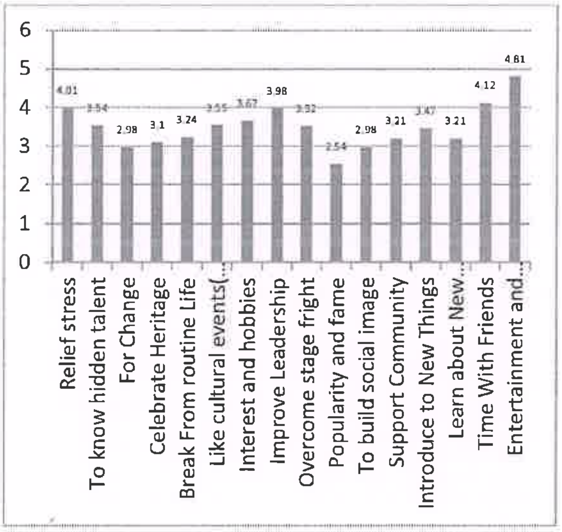
8.6 Responses of student towards the reasons of participation in Cultural Events

To achieve objective that to know the reasons of participation in cultural activities below 16 reasons is listed with responses. All the responses were collected and analysed.

Table 6 : Responses of students towards the reasons of participation in Cultural Events

Sr. No	Reasons For Participating in Cultural Activities	Mean Score
1	Relief stress	4.01
2	To know hidden talent	3.54
3	For Change	2.98
4	Celebrate Heritage	3.1
5	Break From routine Life	3.24
6	Like cultural events(excitements)	3.55
7	Interest and hobbies	3.67
8	Improve Leadership	3.98
9	Overcome stage fright	3.52
10	Popularity and fame	2.54
11	To build social image	2.98
12	Support Community	3.21
13	Introduce to New Things	3.47
14	Learn about New Culture	3.21
15	Time With Friends	4.12
16	Entertainment and Enjoyment	4.81

Graph 6 : Responses of students towards the reasons of participation in Cultural Events



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9. Hypothesis Testing

In this section we have tested the stated hypothesis using Chi Square Test for testing significant effect is the parametric test for testing the difference between more than three categories of the testing variable.

Table 7: Results of Pearson Chi-Square Tests

Parameters	Calculated Value	Degree of Freedom	Asymptotic Significance (2-sided)	Result
Stress Management and Educational Performance	52.05	4	0.000	Null Rejected
Sports activities and Physical Fitness	68.34	4	0.000	Null Rejected
Participation in Cultural Events and Stress Management	49.78	4	0.000	Null Rejected
Stress Management and Parental Expectation	56.97	4	0.000	Null Rejected

Hypothesis 1: (Null Rejected)

H0: There is no association between stress management and educational performance among Engineering Students.

H1: There is association between stress management and educational performance among Engineering Students.

These results indicates that there is statistically relationship (Association) between Stress Management and Educational Performance (chi – square with 3 degree of freedom = 52.05, p = 0.000). Here expected table value is 19.453 however actual calculated value is more than table value. Hence Null Hypothesis is rejected.

Hypothesis 2: (Null Rejected)

H0: Sports activities doesn't have a significant impact on Physical Fitness among Engineering Students.

H1: Sports activities has a significant impact on Physical Fitness among Engineering Students.

These results indicates that there is a Statistical impact of participation in the sports activities on Physical Fitness (chi – square with 3 degree of freedom = 68.34, p = 0.000). Here expected table value is 24.485 however actual calculated value is more than table value. Hence Null Hypothesis is rejected.

Hypothesis 3: (Null Rejected)

H0: Participation in Cultural events doesn't have a significant impact on Stress Management among Engineering Students.

H1: Participation in Cultural events has a significant impact on Stress Management among Engineering Students.

These results indicates that there is statistically relationship (Association) between Participation in Cultural events and Stress Management (chi – square with 3 degree of freedom = 49.78, p = 0.000). Here expected table value is 14.144 however actual calculated value is more than table value. Hence Null Hypothesis is rejected.

Hypothesis 4: (Null Rejected)

H0: There is a no correlation between Stress Management and Parental Expectation among Engineering Students.

H1: There is a strong correlation between Stress Management and Parental Expectation among Engineering Students.

These results indicates that there is statistically correlation between Stress Management and Parental Expectation (chi – square with 3 degree of freedom = 556.97, p = 0.000). Here expected table value is 29.997 however actual calculated value is more than table value. Hence Null Hypothesis is rejected.

10. Discussion

Students Participation in Sports: The statistics from Table 1 and Graph 1 shows those out of 189 male students who have taken part in survey 181 student's i.e.96.8% were active in sports and physical education activities earlier during their schooling and now after joining engineering only 92 boys i.e. 48.6% of total male population are active in sports and physical education activities which shows that participation of boys has come down by 48.2% after joining

Engineering course. Similarly out of 81 female students who have taken the survey 73 students i.e. 90% were active in sports and physical education activities earlier during their schooling and now after joining engineering only 31 girls i.e. 38.2% of total female population are active in sports and physical education which shows that participation of girls has come down by 51.8% after joining engineering course. On an Average the statistics reflects that percentage of engineering students participating in sports prior to joining the engineering was 93.4% and after joining the course it has come down to 43.4% due to various reasons. The values obtained from the analysis of data which are mentioned in Table 1 and represents by Graph 1 shows that students are more active in sports and physical education activities before they get in to professional engineering courses and their participation is cut down to various reasons after joining the engineering course.

Reasons for Sports Participation: Students have expressed their reasons for participation in sports and physical education activities by filling the questionnaire with values 1 to 5 in relation to various reasons which were listed in questionnaire. The data analyzed in present Table 3. It shows that the top three reasons (scores >4.5) for which engineering students participating in sports to maintain physical fitness and health (Score-4.8/5), to improve physical ability (Score- 4.52/5) and to get relief from stress (Score-4.5/5). The second level of reasons (Scores- 3.5 to 4.5) Express by the participants were for passion (Score-4.2/5), to Well-Being (Score- 4.2/5), for rewards which they get (Score-3.92/5), to meet new peoples (Score-3.7/5), as a hobby (Score-3.65/5), due to childhood practices (Score-3.87/5), for educational benefits (Score-3.54/5), love to travel (Score-3.5/5), Interest in competition (Score-3.62/5). The third level of reasons (Score<3.5) expressed by the participants were to gain personal publicity (Score-2.13/5), For accompanying friends (Score-2.1/5), For getting financial benefits (Score-2.32/5), because of good coaches (Score-3.458), for getting Fame (Score-2.12/5).

This analysis shows that the students pursuing the Bachelor of Engineering who have passion towards the sports, know the importance of fitness and physical health continue their participation in sports as they aware of the mental , physical and social benefits that they gain through sports and physical activities. In addition regular childhood practices, getting rewards, joy of travelling and getting connected with new peoples across the world, interest in competing are some other reasons expressed by the subjects. Students lastly active in sports because of getting financial benefits, due to their association with good coaches, for getting social fame and personal publicity. All these reasons contribute in participation of students in sports and physical activities.

Reasons for Non- Participation in Sports: The another part of questionnaire consist of 19 reasons for which the students did not participate in sports and physical related activities and the subjects gave their responses to each reason with grading 1 to 5. The data obtained was analyzed and represented in Table 4 and graphically presented in Graph 4.

The main reason for non-participation in sports as expressed by engineering students was Academic Commitments (Score-3.845/5) followed by the second level of reasons (Score 2.5 to 3.5) were Favourism and partiality (Score-3.42/5), High Competition (Score-3.41/5), Reluctance and Laziness (Score-2.84/5), Less Career Opportunity (Score-3.21/5), Difficulty in getting Selected (Score-2.61/5), Ill health (score-2.56/5), Lack of Facility (Score-3.01/5), expensive equipment's (Score-2.754/5), No childhood Practices (Score-2.87/5). The third Level of reasons (Score 2 to 2.5) were lack of friends participation (Score-2.45/5), Risk of Injury (Score-2.16/5). The finally the other reasons (Score<2) express were Waste of time (Score-1.25/5), Meant for children's only (Score- 1.12/5), Waste of energy (Score-1.32/5), Religious restrictions (1.42/5), Exposes of body (Score-1.879)/5), More opportunities for male (score-1.85/5) and Friends don't want me to play (Score-1.75/5).

According to the above statistics it was understood that students perusing there Engineering course have academic commitment as a barrier in participation in sports and physical activity. The expectation from parents is the major reason why student are liable to academic commitments and are aimed at working hard to achieve their goals. This parental expectation does not allow them to deviate from academics towards sports and physical activity. Reluctance and Laziness in also an impacting factor on youngsters for not participation in sport. Experience of Favourism or partiality affects students moral and that also affect participation in sports. In today's generation youngsters want everything easily available without any efforts and that not possible so without working hard selection will not happen so this is also reason for

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non-participation. Some other reasons for non-participation in sports are illness, waste of time and energy, Risk of Injury, Religious restrictions, Lack of friend's participation. It was also observed that the facilities and infrastructure of engineering institution was not fulfilling the need of students which is one reason for non-participation. Expensive equipment's were also a reason in which students cannot afford the equipment's and that's why they want to participate but they don't. Another common reason that reduces the interest of students in sports is lack of childhood participation. Some students have express that the dress they need to wear while playing exposes their body makes them feel uncomfortable.

Factors of Stress: Next part of questionnaire consists of 19 factors by which students of engineering feel stress and the subject gave their responses to each factors with grading 1 to 5. The data obtained was analyzed and presented in Table No 5 and graphically presented in Graph No 5.

Students have expressed the reasons of stress by filling the questionnaire with values 1 to 5 in relation to various factors which were listed in questionnaire. The data analyzed in present Table 5. It shows that the top Five reasons (scores >4.0) which leads students towards stress is first and most common factor Examination (Score-4.42/5) , Parental expectations and style (Score-4.32/5), Social Life and status (Score-4.32/5) and Deadlines (Score-4.24/5).The second level of Factors of stress is (Score-3.5 to 4) express by the participants were Career Exploration (Score- 3.98/5), Interpersonal relations (Score-3.52/5), Relationship Failure (Score- 3.98/5), Lack of Self Confidence (Score- 3.57/5), Social anxiety (Score-3.87/5), Leaving Assignment to last moment (Score- 3.82) and Poor time management (Score3.56/5). Third level of Factors of stress is (Score-2.5 to 3.5) express by the participants were Homesickness (Score-2.54/5), Pressure of combining paid work and study (Score- 3.12/5), Difficulty in organizing work (Score- 3.21/5), Financial Burden (Score 3.41/5), Personal Issues (Score- 3.21/5). Last level of factors of stress (Score<2.5) were Returning to study is also a factor (Score2.45/5), Out of debts (Score-2.1/5).

In the analysis of data it observed that the main factor of stress in students who perusing their engineering degree is Examination which held by colleges. Mostly student feel stress during their examination and along with that parental expectation is also one of the factor which leads students towards stress. Parents have more expectations from their children's so to fulfill parent's expectation students have to perform well in academics. In today's generation youngsters are most affected by their social status and life so it becomes more important in their life. Social life affects student's mental health. There are other factors like deadlines, career exploration, interpersonal relation which directly and indirectly affect student's life and leads them towards stress. Now days in youngster life personal relationships get more importance than other things and if they get failure in that then they feel very depressed so this is also a major factor among engineering students for stress. Some other factor like lack of self-confidence, leaving assignment for last movement, poor time management, social anxiety, homesickness, difficulty in organizing work are affect students life which impact their academic performance. Financial burden and out of debts is also some factors which cause stress to students.

Reasons for participating in Cultural events: Last part of questionnaire consists of 16 reasons for which the students participate in cultural events and the subjects gave their responses to each reason with grading 1 to 5. The data obtained was analyzed and represented in Table 6 and graphically presented in Graph 6.

There were main three reasons for student's participation in cultural events (Score>4) first is Entertainment and Enjoyment (Score-4.81/5), spending more and more time with friends (Score-4.12/5), to relief their stress (Score-4.01/5). The second levels of reasons for participation in cultural events are (Score- 3.5 to 4) Improve Leadership skills (Score-3.98/5). to overcome stage fright (Score-3.52/5), Just for interest and hobbies (Score-3.67/5), Like cultural events (Score-3.55/5), To know the hidden talent (Score-3.54/5). The third level of reasons for participation in cultural events is (score- 3 to 3.5) to celebrate heritage (Score-3.1/5), Break from a daily routine (Score-3.24/5), to support community (Score-3.21/5), Like to learn about new culture (Scope- 3.21/5). And lastly level of reasons (Score<3) consist of other reasons like for change (Score-2.98/5), for getting popularity and fame (Score-2.54/5), to build a social image (Score-2.98/5).

This analysis shows that Entertainment and enjoyment is most common reason among students in participation in cultural events. To get Relief from

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stress students participate in cultural activities and enjoy the events. From Stressful life students get some break from daily routine that is also one reason students participate in cultural events. Some students want to improve their leadership skills and to overcome stage fright. Some other reasons are also there by which they participate in cultural events like to celebrate heritage, to support community, to know more about our culture and also to know and understand others culture. To know hidden talent cultural events are the best way. Some students participate in cultural events for change. These are some different reasons for students to participate in cultural events. Everyone wants some popularity and fame in college so cultural events help students to show their talent and get popularity and build social image.

11. Conclusion

The Following conclusions are drawn from this Research:

- Students are actively participating in Sports and Physical education activities during their schooling and pre-college education.
- Students who previously participating in Sports and Physical education activities are found strongly aware about physical, mental and social benefits and importance in career planning.
- After joining an Engineering course participation of students in Sports and Physical activities come down due to Academic commitments.
- One of the reasons of students not participating in Sports and Physical activities is lack of proper infrastructure and facilities.
- Good coaches and awareness about the physical and mental health are some reasons that some students active in sports and physical education.
- Examination and Parental expectations are some major factors of stress which affects students most.
- Social life and personal relationships and failure in relationship are some other factors which affect or distract students focus from their study or academics and its leads them towards the stress.
- The reasons for stress cannot be limited; it varies according to students and their psychology.
- Entertainment and enjoyment and relief from stress are most common reasons for students to participate in cultural events activities.
- Students also participate in cultural activities to show their hidden talents, to improve their leadership skills.
- To get break from daily routine life and for sake of change students participates in cultural activities.
- In this study it shows that Participation in sports and physical education activities or participation in cultural events directly impact on stress. So Stress management, Participation in sports and physical activities and cultural activities are directly or indirectly impact each other.
- Student's perception towards participation in sports and participation in cultural events as a stress buster.
- Result of Hypothesis Testing concludes that there is an association between Stress Management and Education Performance.
- Sports activities has a significant impact on Physical fitness.
- Participation in Cultural events has a significant impact on Stress Management.
- There is a strong correlation between Parental expectation and Stress Management.

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ISSN 0976-2132

UTKAL HISTORICAL RESEARCH JOURNAL

VOLUME: XXXVI

2023

UTKAL UNIVERSITY
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CONTENTS

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APPLICATIONS OF ARTIFICIAL INTELLIGENCE IN AN INDIAN AGRICULTURE SECTOR: A REVIEW OF LITERATURE

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Abstract:
In India agriculture is very important sector. Demand of food is increasing as per increase in population. Most of Indian Farmers are still using traditional ways in agriculture and getting average amount of yield. Now a days AI is empowering all sectors, reducing human efforts and increasing productivity of that sector. If Indian Farmers adopt AI in agriculture then defiantly AI will play a big role in empowering Indian agriculture. This paper contains how AI will helpful for agriculture; some countries are already employing AI robots for farming, how Government of India is taking initiative for adopting AI in agriculture, how our farmer can adopt these things in our traditional farming, what are the challenges for Appling AI and how we can improve product quality and profit

Keywords: AI, Agriculture, Precision Farming, AI Robots, Agricultural Robotics

1. Introduction:

1.1 Agriculture and Indian Economy:

[1] Agriculture plays an important role in the Indian economy. More than 70% of rural households earn their living from agriculture. Agriculture is an important sector of the Indian economy, contributing around 17% of GDP and employing over 60% of the population.

1.1.1 Role of agriculture in Indian economy

1. Share in National Income
2. Largest Employment Providing Sector
3. Contribution to Capital formation
4. Providing Raw Material to industries
5. Market for Industrial Products

1.1.2 Importance in International Trade

1. Share in national income
2. Source of employment
3. Provision of food grains.
4. Supply of raw materials to industrial sector.
5. Market for industrial product.
6. Earner of foreign exchange
7. Significance for trade and transport.
8. Source of revenue for the government

Contribution to GDP in current

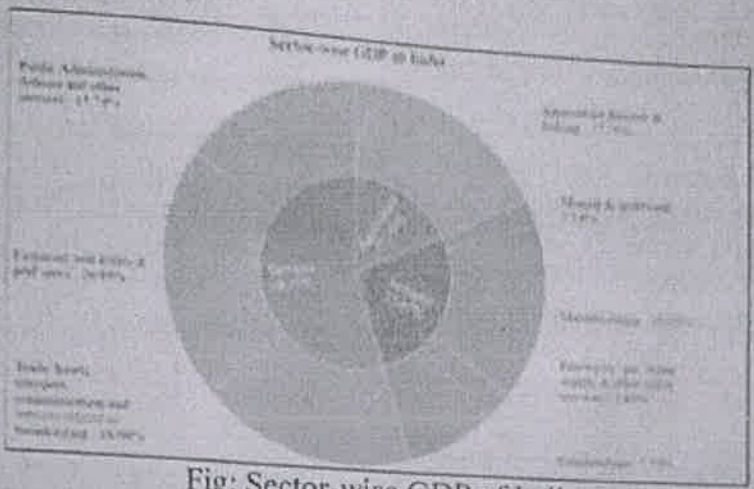

Fig: Sector-wise GDP of India

Source: Ministry of Statistics andProgramme Implementation Date 17 Jun 2021

[2] According to the CIA Fackbook, the composition of India's GDP from trade in2017 is as follows: Agriculture (15.4%), with an agricultural value of $375.61 billion, India is the second largest producer of agricultural products. India accounts for 7.39% of the world's total agricultural production.

India lags behind China with an agricultural GDP of $991 billion. The contribution of agriculture to the Indian economy is above the world average (6.4%).

1.2 AI (Artificial Intelligence)

[3] Artificial intelligence can be defined as information provided by machines that act and think like humans. AI plays key action in real time. It has many uses in all business applications.

1.2.1 [4]Use cases which we see in the AIspace for agriculture:

- **Weather prediction:** Worldwide agriculture is dependent on the weather, so using AI to predict the weather is the most obvious use. The country has many ideas at the government level, including the collaboration linking IBM and Google to predict the weather.
- **Crop Monitoring using Image processing:** Whether we use satellites, drones or robots to capture images, imaging is sometimes used to measure crops. This includes real-time crop monitoring via satellite imagery, pest monitoring, sizing, yield estimation, soil testing and many other applications.
- **Harvesting robots:**

Harvesting is done to harvest crops such as fruits and vegetables. They use sensors and cameras to detect when crops are ready to be harvested, then use robotic arms or other tools to carefully harvest the crop withoutdamaging it. There are various robots being built for harvesting yield.

- **Driverless tractors:** The shortage of farm workers has led to the introduction of driverless tractors by many companies around the world. Even India's largest tractor manufacturer Mahindra and Mahindra Ltd introduced its first driverless tractor in September 2019. Using GPS- based technology, Mahindra tractors can drive themselves, move equipment on the ground, know the farmland, and can be operatedremotely using a tablet.

2. Research Methodology

[5] Some Agricultural Robotics used by other countries in agriculture:

Blue River Technology – Weed Control:
Companies are using automation and robotics to help farmers find better ways to protect their crops from weeds. Blue River Technology has developed a robot called See & Spray, which reportedly uses computer vision to monitor and spray sunflower plants. Precision spraying helps protect against pesticides.
The company claims that its equipment effectively removes 80% of chemicals typically sprayed on crops and can reduce pesticide use by 90%, according to its website. It is estimated that more than 1 billion pounds of pesticides are used each year in the United States.

Harvest CROO Robotics – Crop Harvesting:
Harvest CROO Robotics has developed robots to help strawberry farmers pick and pack their crops. Labor shortages are reportedly causing billions of dollars in lost income in major agricultural areas such as California and Arizona. In Hillsborough County, Florida, known as the "National Winter Strawberry Capital," 10,000 to 11,000 acres of strawberries are typically harvested in one season. Author CROO Robotics says its robots can harvest 8 acres a day and replace 30 people. About40% of annual farm costs are spent on "wages, salaries and contract costs" for the most labor-intensive crops such as fruit trees and vegetables

Crop and Soil Health Monitoring:

PEAT – Machine Vision for Diagnosing Pests /Soil Defects
Deforestation and degradation of land quality still pose a major threat to food security and are not good for the economy. Domestically, the USDA estimates that the annual cost of soil erosion is approximately $44 billion. Berlin-based agtech startup PEAT has developed a deep learning app called Plantix that can automatically identify soil imperfections and nutrient deficiencies. Analysis is doneby software algorithms that associate specific leaves with specific soil defects, diseases and pests.
An image recognition application identifies imperfections in images captured by the user's smartphone camera.

Trace Genomics – Machine Learning forDiagnosing Soil Defects:
Similar to the Plantix app, California-based Trace Genomics offers on-site services to farmers. Market leader Illumina helped develop the system, which uses machine learning to give customers insight into the strengths and weaknesses of the soil. The aim is to prevent bad crops and improve the quality of crops. After submittingsoil samples to Trace Genomics, users reportedly receive an in-depth summary of their soils contents. Services are provided in packageswhich include a pathogen screening focused on bacteria and fungi as well as a comprehensive microbial evaluation.

SkySquirrel Technologies Inc. – Drones and Computer Vision for CropAnalysis:
The presence of drones in agriculture has been reported to date back to Japanese crops in the 1980s. The agricultural drone industry is expected to reach $480 million by 2027. Companies today use smart tools and technology to monitor healthy crops.
SkySquirrel Technologies Inc. is a company that carries drone technology to the vineyard.
The company aims to help users increase crop yields and reduce costs. Users pre- program the drone's path, and once docked, the device uses computer vision to collect images to be used for analysis.

Predictive Analytics:

aWhere – Satellites for Weather Prediction and Crop Sustainability :
Elsewhere, the Colorado-based company uses satellite-linked machine learning algorithms to

dict the weather, identify sustainable crops, and evaluate farms fordiseases and pests.

armShots - Health and Nutrition Monitoring Satellites Headquartered in Raleigh, North Carolina, FarmShots is another initiative focused on analyzing agricultural data from images captured by satellites and drones. The company specifically focuses on "detecting diseases, pests and pests on farms".

3. Challenges and Solutions for Appling AI in Indian Agriculture:

Sr.No	Challenges	Solution
1	**Affordability:** Single farmer with a very small landholding cannot afford this expensive technology	[6]**Group farming:** By sharing land, labour, capital and farmmanagement responsibilities, farmers boost their capacity to invest, innovate, negotiate, or free family members from agricultural work.
2	**Electricity Cutoffs or Load shading:** This is major problem in India; rural areas face 12 or more than 12 hours of load shading.	Using Natural resources for creation of Electricity like water, wind power and Solar energy.
3	**Lack of Technical Knowledge:** While using AI in agriculture farmer has to know how to handle that gadget, and has to understand output given by technology.	For technical knowledge Manufacturing company has to make easy user manual also create videos and make malty language support interface for better understanding of farmer .
4	[7]**Data acquisition and storage:** AI works best when it has a good amount of quality data available to it. The algorithm becomes strong and performs well as the relevant data grows. The AI system fails badly when enough quality data isn't fed into it.	Using of Big Data or No sql Databases like MongoDB may solve these problems
5	[7]**Legal Challenges:** Problems like data breach can be a consequence of weak & poor data governance–how? To an algorithm, a user's PII (personal Identifiable information) acts as a feed stock which may slip into the hands of hackers. Consequently, the organization will fall into the traps of legal challenges.	Employing ethical hackers is the best solution for keeping AI software and databases safe from hackers.

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4. Government Policies about AI in India:

[8] "I see a big role for AI in empowering agriculture, healthcare, education, creating next-generation urban infrastructure and addressing urban issues," Prime Minister Narendra Modi said while inaugurating the Responsible AI for Social Empowerment Summit, RAISE 2020. In the financial year 2019-20, Indian agri-food tech start-ups raised more than $1 billion through 133 deals. India's exports of agricultural products rose to $37.4 billion in 2019 and with investments in supply chain and better storage and packaging, this isset to increase further. All these steps will go a long way in ensuring remunerative prices for farmers and reduce agrarian stress.

[9] In May 2018, NITI Aayog partnered with IBM to develop a crop yield prediction model using AI to provide real-time advisory to farmers. The partnership aims to provide insights to enhance crop productivity, increase soil yield, and control agricultural inputs with the goal of improving farmers' income. The first phase of the project will focus on developing a model for 10 backward districts in Assam, Bihar, Jharkhand, Madhya Pradesh, Maharashtra, Rajasthan and Uttar Pradesh.

The project entitled "SENSAGRI: Sensor-based Smart Agriculture" involving six institutes (Agriculture & IT)is set to be funded by Information Technology Research Academy (ITRA), Department of Electronics and Information Technology (DEITY), Ministry of Communication and Information Technology (MCIT) and Indian Council of Agricultural Research (ICAR). The project uses drones, which has the ability for smooth scouting over farm fields, for gathering precise information and transmitting the data on a real-time basis.

5. Conclusion and Future Scope:

Thus we can conclude that AI will play big role in improving traditional Indian Agriculture. AI will definitely assist to farmers from sowing to harvesting crops form their farm. Technologies like Weather prediction, Crop Monitoring using Image processing, Harvesting robots, Driverless tractors will definitely reduce yield loss and labor cost also increase productivity of soil and quality of harvested crop. Technology like "SENSAGRI" will help Government for settlement of compensation under crop insurance schemes. Indian Government is also taking good efforts for adopting AIin traditional agriculture methods. So we can predict that Future of AI in Indian Agriculture is bright and as a result of AI applications will defiantly improve the share of agriculture in Indian Economy.

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SECURE SHARING OF EHR WITH 2 LEVEL SECURITY USING CLOUD COMPUTING

Dr. Mrs. Shraddha Dudhani[1], Dr. Meghana Bhilare[2], Dr. Mayank R. Kothawade

Article History: Received: 10.05.2023 **Revised:** 20.06.2023 **Accepted:** 28.07.2023

Abstract:

Now a day's cloud computing is used in all emerging area like banking sector, automobile, finance, agricultural sector, health sector etc. It changes the scenario of IT industry by providing services in cost effective and continuous manner without administrative hassle. By using service model of cloud in the form of SAAS, PAAS, IAAS any one can build their infrastructure, worked on any application and any platform without financial impact on any organization that's make cloud computing more popular in small and mediums scale industry. Cloud technology is emerged and applied to health care sector also in many forms. The main application of these is to centralized storage of Electronic Health Record (EHR) or Electronic Medical Record (EMR). Centralized storage of EHR in cloud is innovative concept but at the same time it arises many security issues related to sharing of , Access control ,privacy issues of EHR .so our main motive is to designed such innovative model for exchange of EHR among Health care organization and Hospitals that it can be user friendly easily share among all Health care organization (HCO) and Hospitals cloud as data sharing vehicle and particularly achieving highest level of security by designing appropriate algorithm and apply on EHR

In our work we designed a fragmented EHR Model and two tire security of encryption level at the same time for EHR to be more secure we apply access control on EHR to enhance secrecy.

The cloud based model to be proposed to offer secure sharing of EHR between inters HCO which is geographically lactated differently. It is patient centric model (Patient having right to share their EHR

Keywords: EHR, EMR HCO, secure sharing,

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DOI: 10.31838/ecb/2023.12.s3.763

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1.

2. Introduction:

Medicinal services frameworks are exceedingly intricate, divided and utilize various data innovation frameworks. With sellers joining diverse guidelines for comparative or same frameworks, it is little ponder that inside and out wastefulness, waste and mistakes in medicinal services data and conveyance the board are very typical an event. Therefore, a patient's medicinal data frequently gets caught in storehouses of in EHR frameworks, powerless to be imparted to individuals from the human services network. These are a portion of the few inspirations driving a push to energize institutionalization, reconciliation and electronic data trade among the different social insurance suppliers. Formative Origins of Health and Diseases (DOHAD) have effectively demonstrated the significance of formative records of people in foreseeing or potentially clarifying the maladies that an individual is experiencing. In the current to a great extent paper-based therapeutic records world, significant information is as a rule inaccessible at the ideal time in the hands of the clinical consideration suppliers to allow better consideration. This is to a great extent because of the wasteful aspects inalienable in the Paper-based framework. In an electronic world, it is particularly conceivable, gave certain critical advances are taken already, to guarantee the accessibility of the correct data at the opportune time .In request to be important, the wellbeing record of an individual should be from origination (better) or birth (in any event). As one advances through one's life, each record of each Clinical experience speaks to an occasion in one's life. Every one of these records might be immaterial or huge relying upon the present issues that the individual experiences. Consequently, it winds up basic that these records be masterminded sequentially to give a rundown of the different clinical occasions in the lifetime of an individual. Electronic wellbeing records are a synopsis of the different electronic medicinal records that get produced amid any clinical experience. EMR/EHR, proprietorship, protection and security viewpoints, medicinal services informatics guidelines, and the different coding frameworks are completed trailed by the itemizing of the base informational collection that any Indian EMR must have. A foundation on EMR and EHR and its utilization is given, trailed by a rundown of the different Stakeholders

3. Literature Review

This section offers literature survey of the research topic that is divided into three parts as per our title of research. It also gives systematic approach to finds research gap so that we can execute our research activity in correct direction

1. Critical review of prior studies relevant to electronic Health Records (EHR)
2. Security issues and challenges
3. Deployment of E-health on cloud

Electronic health record (EHRs). Firstly, the chapter provides an overview of EHRs followed by EHR systems and lastly security models, which are the main research areas the thesis contributes. The related work on EHR is described under three general themes, namely: EHR systems models, legal and system standards, and security models with the goal of identifying and re-applying a security model that fits within the constraints of developing countries. OtEHR subsections of this chapter are identifying key research gaps and explore the design and usability of interactive security issue and challenges on cloud and deployment of E-health on cloud technologies for patients. Based on the results, the chapter sets out a research

agenda for the thesis, and justifies the selection of the security model that we used in our EHR system.
Literature review for this work was conducted online research mainly engrossed on peer review article found in Google scholar, ASM digital library, various known journals and article of EBISCO, Springer, Elsevier; PubMed, etc.

1. Secure Data Sharing in the Cloud byDananThilakanathan, Shiping Chen, Surya Nepal and Rafael A. CalvoS. Nepal and M. Pathan (eds.), Security, Privacy and Trust in Cloud Systems, 45 DOI: 10.1007/978-3-642-38586-5_2, © Springer-Verlag Berlin Heidelberg 2014. He discussed about the privacy issues of cloud computing also dicussed about Privacy and Confidentiality of data in Healthcare:

2. A Dynamic Cloud Computing Platform for eHealth Systems by Mehdi Bahrami 1 and MukeshSinghal 2 of Cloud Lab University of California Merced, USA2015 IEEE 17th International Conference on e-Health Networking, Applications and Services (Healthcom) This paper discussed vendor lock-in issue that causes a healthcare system rely on a cloud vendor infrastructure, and it does not allow the system to easily transit from one vendor to anotEHR.

3. Secure Electronic Medical Record Sharing Mechanism in the Cloud Computing Platform by Zhuo-Rong Li1, En-Chi Chang1, Kuo-Hsuan Huang1, Feipei2011 IEEE 15th International Symposium on Consumer Electronics Most hospitals and clinics now have their own databases to manage electronic medical records. The exchange of electronic medical records is easier within the same electronic medical record system. However, the exchange of electronic medical records slows down between different electronic medical record systems .Some of the smaller hospitals or clinics do not have the relevant servers to manage their electronic medical records, or to provide the electronic medical record exchange capability. The cloud platform can provide an exchange platform that all hospitals and clinics can use, and can serve as an electronic medical record storage center. This can simplify the complex electronic medical record exchange procedure between different systems, and save the equipment setup expenses for smaller hospitals. An Impact of Digital Technologies Transforming In Healthcare Using Cloud Computing by M.Gnanavel1,Dr.E.R.Naganathan,R.Sarav anakumar,R.J.Poovaraghan,P.Sasikala5 International Journal of Innovative Research in Computer and Communication Engineering(An ISO 3297: 2007 Certified Organization) Vol. 2, Issue 2, February 2014.
This paper emphasis on increased medical knowledge has brought about more technological advancements in treatment and devices that require computer support. Increases in medical/research data has brought about the need for highly complex computer support systems to analyze and retrieve information.

4. Impact of Cloud Computing on Healthcare November,2012 by cloud standard customer council guide. The aim of this guide is to provide a practical reference to help enterprise information technology (IT) and business decision makers of the healthcare industry as they analyze and onsider the implications of cloud computing on their business. The paper includes guidance and strategies, designed to help these decision makers evaluate and compare cloud computing offerings in key areas from different cloud providers, taking into account different requirements from various actors including medical practices, hospitals, research facilities, insurance companies and governments.

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5. Health Records Protection in Cloud Environment by Doan B. Hoang, Lingfeng Chen in 2014 IEEE 13th International Symposium on Network Computing and Applications 978-1-4799 5393-6/14. This paper discusses the concept of active electronic health records (or active data cubes) and technologies that ensure the integrity and the welfare of EHRs this paper focus on the protection of EHRs in Cloud environment with the support of the proposed framework.

6. Protection of Electronic Health Records (EHRs) in Cloud by AbdulatifAlabdulatif, Ibrahim Khalil, Vu Mai School of Computer Science and Information Technology RMIT university 35th Annual International Conference of the IEEE EMBS Osaka, Japan, 3 - 7 July, 2013 This paper discussed about the protection of electronic health record in cloud Designing an access control model for encrypted EHRs in the cloud relies mainly on various aspects, including the encryption scheme, the key management mechanism of encrypted EHRs and the natural flow of communication between the different participants.

7. Secret Sharing for Health Data in Multiprovider Clouds by Tatiana Ermakova, Benjamin Fabian by 2013 IEEE International Conference on Business Informatics 978-0-7695-5072 This paper proposed a novel architecture for sharing electronic health records in a multi-cloud environment, i.e., wEHRe data is not only stored at a single CP, but at several independent providers in parallel. This architecture satisfies many of the requirements derived from expert interviews during an ongoing case study and a thorough literature analysis.

8. Secure Sharing of Electronic Health Records in Clouds RuoyuWu1, Gail-JoonAhn1, HongxinHu2 8th International Conference Conference on Collaborative Computing: Networking, Applications and Worksharing , Collaboratecom 2012 Pittsburgh, PA, United States, October 14-17, 2012. In this paper, we focus on access control issues in electronic medical record systems in clouds. They proposed a systematic access control mechanism to support selective sharing of composite electronic health records (EHRs) aggregated from various health care providers in clouds.

9. Asymmetric Key Cryptography Based Technique to Detect and Isolate Zombie attack in Cloud Architecture International Journal of Advanced Research in Computer Science and Software Engineering Volume 6, Issue 3, March 2016 ISSN: 2277 128X, this paper emphasis on Security of the Major anxieties when planning to adopt the cloud. Providing a security of data in cloud is important to achieve users trust on cloud provider. This involves virtualization security, distributed computing, application security, identity management, access control and authentication.

10. Secure Key for Authentication and Secret Sharing in Cloud Computing by Dr. Santosh Lomte, Shraddha Dudhani International Journal of Advanced Research in Computer Science and Software Engineering Volume 5, Issue 6, June 2015 ISSN: 2277 128X. In this paper the security provided to the cloud with the help of Kerberos it is authentication protocol it works on four parties. In this paper we focused about the need of authentication in cloud computing .it is narrative approach of authentication by Kerberos and threshold cryptography so that encryption technique is more robust

4. Proposed Work:

The proposed work architecture for sharing electronic health records (EHR) in a multi-cloud environment, i.e. where data is not only stored at a single cloud provider (CP), but at several independent providers in parallel. The approach of work is particular based on sharing EHR, where we apply the security on EHR by using AES algorithm the encrypted electronic health records (EHR) stored at different CPs. generated key is further encrypted by MD5 algorithm and converted in to message digest and store in cloud, when stakeholder wants to revel record first it converted message digest into normal key which is generated during AES encryption further key is Decrypted and unlock EHR

5. Guideline for Electronic Health Record (EHR) as Per India Government Regulations

In this section we discussed guidelines for EHR as per Indian government regulation tEHRe are A Survey Conducted by Medical Informatics Group, C-DAC, Pune as part of Project for Building Distributed National EHR funded by DIT, MCIT, Govt. of India

In this section we discussed guidelines for EHR as per Indian government regulation tEHRe are A Survey Conducted by Medical Informatics Group, C-DAC, Pune as part of Project for Building Distributed National EHR funded by DIT, MCIT, Govt. of India

Table 2:Country-wise Usage of Standards

	Australia	Austria	Canada	Denmark	England	Hongkong	NetEHRlands	Sweden	Singapore	Taiwan
HL7 V 2.5	N	N	N	N	N	Y	N	N	N	N
HL7 V3 ONLY	N	Y	Y	N	Y	Y	Y	Y	N	N
CDA	Y	Y	Y	N	Y	Y	N	N	N	Y
ASTM CCR	N	N	N	N	Y	N	N	N	N	N
CCD	N	N	N	N	Y	N	N	N	N	N
OPEN EHR	Y	N	N	Y	N	N	N	Y	N	N
IHE	N	Y	Y	N	N	N	N	N	N	N
DICOM	N	Y	Y	N	N	N	N	N	N	N
EDIFACT	N	N	N	Y	N	N	N	N	N	N
EHRCOM	N	N	N	N	N	N	N	Y	N	N

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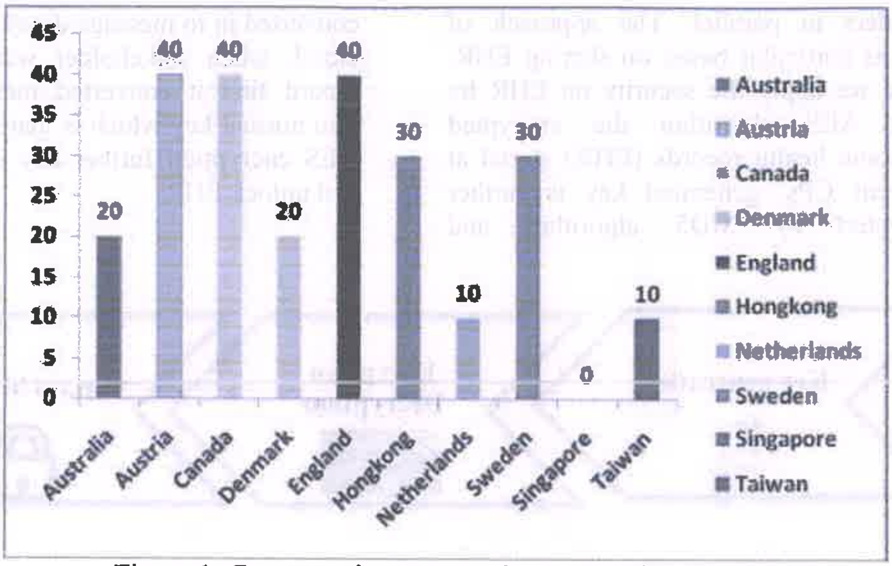

Figure 1: Country-wise Data Exchange Standards Usage

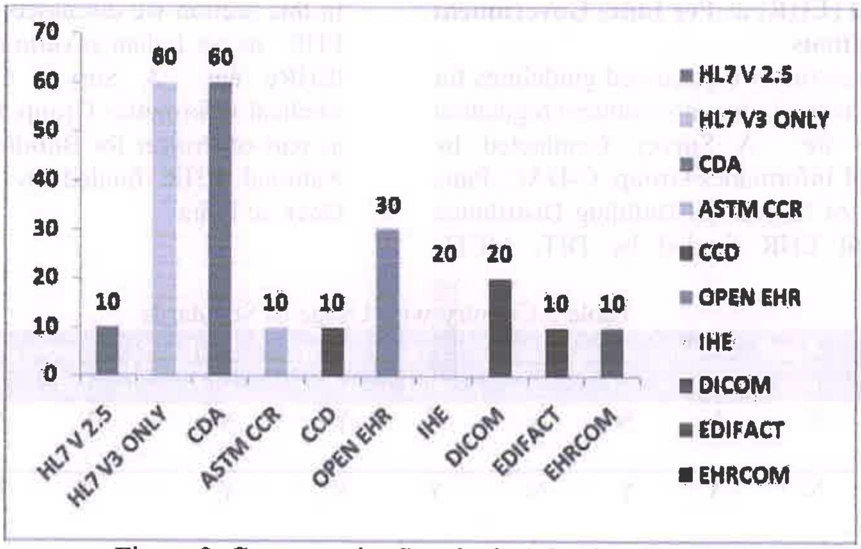

Figure 3: Country-wise Standards Adoption Statistics

5.1 Recommended Healthcare IT Standards (for India) is given as below using is this recommendation we are created our own EHR format

Table 3: EHR format for India

Name	Class	Comments
Phase 1		
UHID	Unique Health Identifier – to act as Patient Identifier	UID as a unique (primary or secondary) patient identifier. The UID should be used to identify a particular patient across all organizations (and their EMR systems); Aadhar number is recommended for use in EMR as eitEHR the primary or secondary, wEHRe the primary is an internal unique health identifier used by the healthcare provider organization.
XML (Extensible Markup Language)	for data capture, integration and presentation layer	To access via SOAP-simple object access protocol
CCD (HL7/ASTM)	Clinical Data for Inter Department documents (the CDA CCD)	Likely to be used for exchanging the clinical documentation between two EHR solutions both within an organization and outside.
RXNORM/ATC Pharmacologic-TEHRapeutic Classification/NDC - national drug classification, FDB-first databank (USA) Indian Drugs – MIMS/CIMS from CMP medical	Medicines	Needs to be researched as tEHRe is no universal drug reference database. The WHO Drug Dictionary ATC – anatomic tEHRapeutic classification) may be a good choice to begin with
Dictionary of Medicine & Devices, UK	Medicines & Medical devices	UK standard used in NHS includes devices & drugs

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Name	Class	Comments
LOINC	Clinical Observations Laboratory	Published and maintained by the Regenstrief Institute, USA, this is a universally accepted code for laboratory observations.
HL7 V2.x	Messaging	Propose V2.3
HL7 V3.0 RIM	Reference Model Information	As this version is being superceded by FHIR from HL7, it would be preferable to adopt FHIR instead of V3.0 RIM
DICOM 3.0-2004	Medical Images	The latest version
CPT 4 or 5, US	Procedure classification & TEHRapy	As this will involve paying a licensing fee, this is optional
OPCS4, UK	Procedure classification & tEHRapy	
SNOMED-CT	Clinical Terminology	Provide comprehensive clinical granularity, used to capture problem list, allergies, diagnosis, procedures etc. – will immensely aid in clinical analytics, clinical decision support systems, automated clinical care pathway management systems, support evidence based practice, etc.
WHO ICD 10	Disease classification	WHO is actively working with IHTSDO to converge SNOMED-CT with ICD
WHO – PCS	Procedure coding system	
WHO – ICF	International classification of functioning, disability health &	
Phase 2		
DSM	Psychiatric conditions	Diagnostic & statistical manual of mental disorders
NIC/NOC/NANDA	Nursing interventions classification	
CDT 2, US	Dental Procedures	

Name	Class	Comments
Unknown	AYUSH clinical terminology, treatment planning including medication details	Ayurveda, Yoga, Unani, Siddha, Homeopathy systems of medicine as distinct from the allopathic (Western) system of medicine

1. Performance Analysis of the System

For simplicity each experiment was run 100 times in crypto tool .crypto tool is one libraray file in java through which we measure performance of our algorithm as well as we can implement algorithm for comparative analysis and the average was calculated in order to eliminate the influence of possible random outlines for performance analysis we divided our analysis in two parts

- Performance analysis of AES and MD5 algorithm for different size of data size.

Performance analysis of AES and MD5 algorithm for different size of data size

As the flow chart of in figure indicate complete work flow of system first. EHR will be created and encrypted with AES and MD5 algorithm for performance analysis of AES and MD5 algorithm we have considered different size of EHR record and performed and checked it on different parameters mentioned below. We are measuring encryption time and decryption time for different file size of EHR as per table given below each file was ran for 100 times and then average of the run time was considered.

a. Encryption time

The time taken to convert plaintext to cipEHR text is encryption time. Encryption time depends upon key size, plaintext block size and mode. In our experiment we have measured encryption time in milliseconds (ms). Encryption time impacts performance of the system. Encryption time must be less making the system fast and responsive.

Table 6: Encryption Time

Sr no	File size	Time taken (MS)	Standard deviation
1	1 MB	128.4	25.68
2	10 MB	581.4	102.96
3	30 MB	1489.2	307.10
4	50 MB	4231.2	408.98

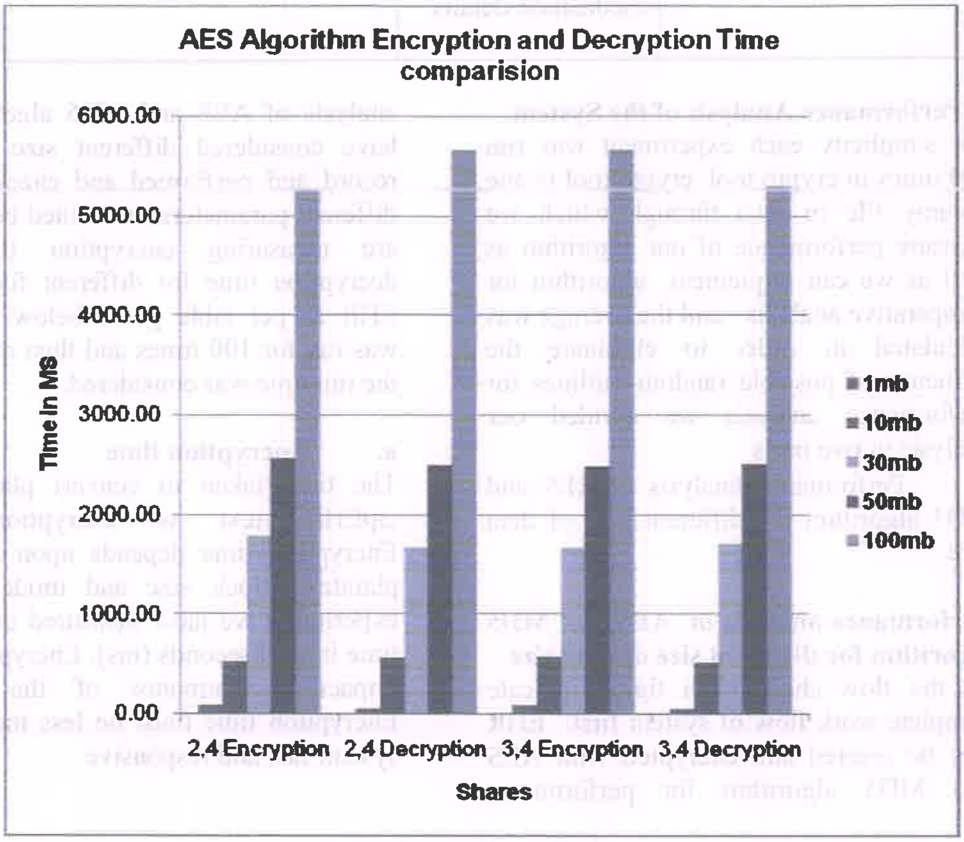
b. Decryption time

The time to recover plaintext from cipEHRtext is called decryption time. The decryption time is desired to be equivalent to encryption time to make system responsive and fast. Decryption time impacts performance of system. Inour experiment, we have measured decryption time is milliseconds(ms) on same file size used for encryption.

Table7: Encryption Time

Sr no	File size	Time taken (MS)	Standard deviation
1	1 MB	81.6	11.61

2	10 MB	570.8	139.34
3	30 MB	1539	350.80
4	50 MB	4313.11	456.71



6. Conclusion

Cloud computing has emerged out as an ideal data sharing medium to share patient data. The concept of encryption aims to safeguard the privacy of outsourced information and users queries. Sensitive attributes can be protected by encryption store them with different fragments on multiple cloud service providers. Next, encryption enhances the security level furtEHR. The projected system is a novel patient-centric framework with a set of mechanisms for information access management to EHRs kept in cloud severs. The proposed system strives to lend trustworthy and scalable cloud storage and key management at a much reduced cost. The privacy is assured by means of confidentiality constraints recitation the sensitiveness of attributes and their relationships.

Future scope

In this work if message digest value will be change we can not decrypt the key properly so unable to reconstruct record The future scope defines that identification and detection of cheater (shareholder) in secret sharing scheme using Shamir's lag ranges polynomial method more over health care Centre will be integrated with smart device for quick communication The future scholar can explore their work for creation of EHR on basis of real time data (like pulse rate, sugar level, pulmonary function)

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A STUDY OF GOVERNMENT FINANCIAL SCHEMES AND ITS IMPACT WITH REFERENCE MAHARASHTRA

Preeti Jagtap, Dr. Yuvraj Nalawade

1. **Research Scholar, VIIT, Baramati**
2. **Research Guide, Associate Professor, VIIT, Baramati**

Abstract:

Financial inclusions or inclusive financing is a central government scheme, mainly introduced to uplift the poor people and low level income people. Financial inclusion stands for delivery of appropriate financial services at an affordable cost, on timely basis to vulnerable groups such as low income groups and weaker section who lack access to even the most basic banking services. Financial inclusions or inclusive financing is a central government scheme, mainly introduced to uplift the poor people and low level income people. Financial inclusion stands for delivery of appropriate financial services at an affordable cost, on timely basis to vulnerable groups such as low income groups and weaker section who lack access to even the most basic banking services. This study aims to review the government financial schemes available and to find out how to contribute to the development of our state. India's rural population, comprising 68.84% of the country's population, faces poverty, unemployment, and low living standards. The economy has grown unevenly since independence, with urbanites benefiting more than rural people. Government financial schemes, such as PMJJBY, PMSBY, and PMMY, aim to reduce poverty and improve living standards. These schemes have reduced rural poverty, increased micro and small firms, and promoted agricultural growth. However, challenges include involving rural and disadvantaged people in financial plans, requiring financial literacy and understanding, and addressing the challenges of using financial services due to complexity and formalities. The target of this examination is to find out the different issues faced by rural population and to know the scheme framed by the government. In this paper the role of government is providing financial assistance to every people.

Keywords: Government schemes, positive impact

INTRODUCTION

Villages dominate India. India's 122 crore population is 68.84% rural, according to the 2011 census. Poverty, unemployment, and low living standards plague most rural people. Farmers, artisans, and servants made up the rural population. The industry was famous, but agriculture was the main profession. World-renowned Indian crafts. But the economic situation deteriorated and continues now compared to urban development. We've grown in many ways since independence. Our economy has grown unevenly. Thus, some people benefit from economic development. Economic development has benefited urbanites more than ruralites. Financial plans must be studied. Government programmes exist.

The PM PMJJBY—Jeevan Jyoti Bima Yojana

PMJJBY is available to 18–50-year-olds with bank accounts who consent to auto-debit. Aadhar is bank account KYC. The Rs. 2 lakh life cover is renewable for one year from June to May. This policy covers death by any cause for Rs. 2 lakh. The annual premium is Rs. 436, which is auto-debited from the subscriber's bank account on or before May 31 of each year. The Life Insurance

Corporation and other life insurers prepared to offer the product on identical terms with relevant approvals and bank partnerships are offering the programme. On 30.06.2022, PMJJBY enrollment exceeded 13.11 crore.

Pradhan Mantri Suraksha Bima Yojana

The Scheme is offered to persons aged 18–70 with a bank account who consent to join/enable auto-debit on or before 31st May for coverage from 1st June to 31st May annually. Bank KYC would be Aadhar. The policy covers accidental death and complete disability at Rs. 2 lakh and partial disability at Rs. 1 lakh. Auto-debit will deduct the annual Rs.20 premium from the account holder's bank account in one installment. Public Sector General Insurance Companies or any other General Insurance Company prepared to offer the product on identical terms with relevant permits and bank partnerships offer the plan. On 30.06.2022, PMSBY enrolment exceeded 29.01 crore.

Pradhan Mantri Mudra Yojana

The programme began on 8 April 2015. Sub-schemes "Shishu," "Kishore," and "Tarun" provide loans of up to Rs. 50,000, 5.0 Lakhs, and 10.0 Lakhs, respectively. Loans are collateral-free. These initiatives will boost the confidence of young, educated, or skilled individuals who can now strive to become first-generation entrepreneurs and allow small enterprises to grow. On 20.08.2021, 30.7 crore accounts received Rs. 16,22,203 crores.

REVIEW OF LITERATURE:

Government Financial Schemes and Poverty Reduction: Government financial schemes are essential for rural poverty reduction. Sharma et al. (2020) observed that PMJDY has reduced rural poverty in India. The study found that financial inclusion and formal credit had raised income and reduced poverty.

Arora et al. (2019) observed that PMMY has increased micro and small firms in rural India, increasing income and reducing poverty. The study found that simple access to finance and financial services has helped small enterprises flourish and reduced poverty.

Government Financial programmes and Agricultural growth: Agriculture is the main source of income for rural people, and government financial programmes are essential for rural agricultural growth. Singh and Kumar (2021) discovered that PMFBY has increased the use of modern agricultural practises and technologies, increasing agricultural output and revenue in India.

Sathyanarayana and Gomathi (2021) discovered that PMFBY has increased the use of modern agricultural practises and technologies in Tamil Nadu, increasing agricultural output and income. The study found that the scheme has insured farmers against crop failure and encouraged them to embrace modern agricultural practises.

Housing and Government Finance:

Rural residents need inexpensive housing to improve their lives. Pandey et al. (2020) concluded that PMAY has increased the number of cheap rural residences built, improving the living standards of rural residents.

Senthilkumar and Sankaranarayanan (2021) found that PMAY has increased the number of affordable rural houses built in Tamil Nadu, improving the living conditions of the rural population. The study found that inexpensive housing has enhanced rural residents' quality of life.

OBJECTIVES OF THE STUDY

1. Understand government programmes.
2. This study seeks financial scheme opportunities.
3. The study examined Reserve Bank of India financial scheme facilitation.

RESEARCH METHODOLOGY

Secondary and research papers provided the data. Journals, websites, and yearly reports provide secondary data.
Government websites collect data for analysis.
1. Pradhan Mantri Jeevan Jyoti Bima Yojana (PMJJBY) Scheme: As of 26.04.2023, the scheme had 16.19 crore enrolments and paid Rs. 13,290.40 crore for 6,64,520 claims.
2. Pradhan Mantri Suraksha Bima Yojana (PMSBY) Scheme: As of 26.04.2023, the scheme has more over 34.18 million enrolments and has paid Rs. 2,302.26 crore for 1,15,951 claims.

RESULTS AND DISCUSSION

India's rural population, comprising 68.84% of the country's 122 crore population, faces poverty, unemployment, and low living standards. Agriculture was the main profession in the rural population, but the economic situation has deteriorated compared to urban development. The economy has grown unevenly since independence, and some people benefit from economic development more than ruralizes. Government programs exist to address this issue. The PM PMJJBY—Jeevan Jyoti Bima Yojana is available to 18-50-year-olds with bank accounts who consent to auto-debit. The policy covers death by any cause for Rs. 2 lakh, with an annual premium of Rs. 436.
The Pradhan Mantri Suraksha Bima Yojana is offered to persons aged 18-70 with a bank account who consent to join/enable auto-debit on or before May 31st for coverage from 1st June to 31st May annually. The policy covers accidental death and complete disability at Rs. 2 lakh and partial disability at Rs. 1 lakh. Auto-debit will deduct the annual Rs.20 premium from the account holder's bank account in one installment. Public Sector General Insurance Companies or other General Insurance Companies prepared to offer the product on identical terms with relevant permits and bank partnerships offer the plan.
The Pradhan Mantri Mudra Yojana began on 8 April 2015 and provides loans of up to Rs. 50,000, 5.0 Lakhs, and 10.0 Lakhs, respectively. These initiatives aim to boost the confidence of young, educated, or skilled individuals, allowing them to become first-generation entrepreneurs and allow small enterprises to grow.
Government financial schemes are essential for rural poverty reduction, as they have reduced rural poverty and increased income. They have also increased micro and small firms in rural India, increasing income and reducing poverty. Government financial programmes are essential for rural agricultural growth, as they have increased the use of modern agricultural practices and technologies, increasing agricultural output and revenue in India.
Rural residents need inexpensive housing to improve their lives. The Pradhan Mantri Awadh Yojana (PMAY) has increased the number of cheap rural residences built, improving the living standards of rural residents. The study found that inexpensive housing has enhanced rural residents' quality of life.
To understand government programs, this study seeks financial scheme opportunities and examines the Reserve Bank of India financial scheme facilitation. The main issues include involving rural and disadvantaged people in financial plans, requiring financial literacy, skill, and understanding, and addressing the discomfort people experience with financial services due to complexity, paperwork, and formalities.

CONCLUSION

68.84% of India's 122 crore people live in rural areas, and they are disproportionately affected by poverty, unemployment, and low living conditions. The rural population relied primarily on agriculture for their livelihood, but the economic situation has worsened in recent decades. Since gaining independence, the economy has risen, but the gains have not been shared equally. This is

especially true in rural areas. To deal with this, the government has implemented various financial programmes. Those between the ages of 18 and 50 who have a bank account and agree to auto-debit can participate in the PM PMJJBY—Jeevan Jyoti Bima Yojana.
For a yearly payment of Rs 4,336, the policy provides coverage of Rs 2 lakh in the event of death from any cause. Those between the ages of 18 and 70 who have a bank account and agree to enrol in the Pradhan Mantri Suraksha Bima Yojana by May 31 are eligible for coverage from June 1 to May 31 of the following year. There is coverage for accidental death up to Rs. 2 lakh, total and permanent disability up to Rs. 1 lakh, and permanent partial disability up to Rs. The Rs.20 annual premium will be automatically deducted from the account holder's bank account.
Loans of up to Rs. 50,000, Rs. 5,000,000, and Rs. 10,000,000 are available through the Pradhan Mantri Mudra Yojana, which launched on April 8, 2015. These programmes are designed to encourage young, educated, or skilled people to take the entrepreneurial plunge and help small businesses expand. The research's overarching goals are to learn about existing government programmes, discover potential financial scheme opportunities, and analyse the Reserve Bank of India's role in facilitating financial schemes. Issues include resolving people's uneasiness with financial services owing to complexity, bureaucracy, and formality; including rural and disadvantaged people in financial plans; and demanding financial literacy, expertise, and understanding.

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UNLEASHING SOCIAL IMPACT: A COMPARATIVE STUDY OF SOCIAL ENTREPRENEURSHIP MODELS IN RURAL AND URBAN INDIA

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Abstract:

This research paper investigates and compares the models of social entrepreneurship in rural and urban India, with a focus on their respective social impacts. Social entrepreneurship has emerged as a powerful approach to address social and environmental challenges while fostering economic development. Understanding the nuances and dynamics of social entrepreneurship models in different contexts is crucial for designing effective strategies and policies to maximize their social impact.

The study employs a comparative research methodology, combining qualitative and quantitative data from multiple sources. Primary data is collected through interviews, surveys, and field observations conducted in selected rural and urban areas of India. Secondary data is gathered from scholarly articles, reports, and case studies on social entrepreneurship in India.

The research analyzes the key characteristics, objectives, and operational models of social entrepreneurship initiatives in both rural and urban settings. It explores the unique challenges and opportunities faced by entrepreneurs in each context, such as access to resources, market dynamics, infrastructure, and social dynamics. Additionally, the study investigates the nature and extent of social impact generated by these initiatives, including improvements in education, healthcare, livelihoods, and overall community development.

1. *Introduction:*

Social entrepreneurship has gained significant attention in recent years as a powerful approach to addressing social and environmental challenges while driving economic development. It is characterized by innovative business models that prioritize social impact and sustainable solutions. In India, where issues of poverty, inequality, and limited access to basic services persist, social entrepreneurship has emerged as a promising avenue for driving positive change.

The rural-urban divide is a critical aspect of India's socio-economic landscape. Rural areas face unique challenges such as agricultural livelihoods, limited infrastructure, and inadequate access to basic services. Urban areas, on the other hand, grapple with issues like rapid urbanization, overcrowding, and the need for sustainable urban development. Understanding how social entrepreneurship models operate in these contrasting contexts can provide valuable insights into designing effective strategies and policies to maximize their social impact.

This research paper aims to conduct a comparative study of social entrepreneurship models in rural and urban India, focusing on their respective social impacts. By analyzing the characteristics, operational models, challenges, and opportunities faced by social entrepreneurs in each context, this study seeks to shed light on the diverse approaches and strategies adopted to address social issues.

Ultimately, this research aims to inform and guide the development of effective social entrepreneurship models that can unleash significant social impact in both rural and urban India. By understanding the nuances of these models and their context-specific strategies, this study seeks to contribute to the advancement of social innovation and sustainable development in India and beyond.

2. *Objectives of the Study:*

1. To examine and compare the characteristics, objectives, and operational models of social entrepreneurship initiatives in rural and urban areas of India.
2. To identify and analyze the unique challenges and opportunities faced by social entrepreneurs in rural and urban contexts, including access to resources, market dynamics, infrastructure, and social dynamics.
3. To assess the nature and extent of social impact generated by social entrepreneurship initiatives in rural and urban areas, encompassing improvements in education, healthcare, livelihoods, and overall community development.
4. To identify the factors that contribute to the success or failure of social entrepreneurship initiatives in rural and urban settings, including leadership, community engagement, networking, and scalability.

3. *Research Methodology:*

This research paper employs a mixed-methods research approach to conduct a comparative study of social entrepreneurship models in rural and urban India. The methodology combines qualitative and quantitative data collection and analysis techniques to gain a comprehensive understanding of the subject matter. The research methodology consists of the following steps:

1. Literature Review: A thorough review of existing scholarly articles, reports, and case studies on social entrepreneurship in India is conducted to establish a foundation of knowledge. The literature review helps identify key concepts, theories, and frameworks relevant to the research objectives.
2. Selection of Study Areas: Rural and urban areas across India are selected as the study areas to capture the diversity of social entrepreneurship models and their contexts. Criteria such as geographical representation, socioeconomic indicators, and availability of social entrepreneurship initiatives are considered in the selection process.
3. Data Collection: Primary and secondary data are collected to obtain a comprehensive dataset. Primary data is collected through interviews, surveys, and field observations. Key stakeholders, including social entrepreneurs, beneficiaries, and community members, are interviewed to gather insights into the characteristics, challenges, and impact of social entrepreneurship initiatives. Surveys are conducted to obtain quantitative data on key variables. Secondary data is gathered from relevant sources such as scholarly articles, reports, and case studies.
4. Data Analysis: The collected data is analyzed using thematic analysis. Qualitative data from interviews and field observations are coded and categorized to identify emerging themes and patterns. Quantitative data from surveys are analyzed using statistical techniques to derive meaningful insights. The analysis is conducted with a comparative lens, examining similarities and differences between rural and urban social entrepreneurship models.
5. Comparative Analysis: The findings from the data analysis are used to conduct a comparative analysis of social entrepreneurship models in rural and urban India. This analysis focuses on the characteristics, objectives, operational models, challenges, opportunities, and social impacts of social entrepreneurship initiatives in each context.
6. Recommendations: Based on the research findings, recommendations are formulated for policymakers, practitioners, and stakeholders involved in social entrepreneurship. These recommendations emphasize strategies, policies, and support mechanisms that can enhance the social impact of rural and urban social entrepreneurship models. The

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recommendations are aimed at fostering sustainable development, addressing social challenges, and maximizing the potential of social entrepreneurship in both contexts.

4. *Limitations of the Study:*

1. Generalizability: The findings of this study may not be fully generalizable to all rural and urban areas in India. The selection of study areas is limited to a specific set of regions, which may not represent the entire diversity and complexity of social entrepreneurship initiatives in the country. Therefore, caution should be exercised when applying the findings to other contexts.
2. Sampling Bias: The selection of social entrepreneurship initiatives, stakeholders, and participants for interviews and surveys may introduce sampling bias. The availability and willingness of individuals and organizations to participate in the study may influence the representativeness of the sample. Efforts are made to minimize bias through careful selection criteria and diverse sampling techniques, but it may still impact the findings.
3. Subjectivity: The qualitative data collected through interviews and observations are subject to interpretation and subjective biases. Despite efforts to maintain objectivity, the perspectives and experiences of the researchers and participants may influence the analysis and conclusions drawn from the data.
4. Time Constraints: Conducting a comprehensive study on social entrepreneurship in both rural and urban areas of India requires significant time and resources. However, this research paper may be limited in its ability to capture the full range of dynamics and changes in social entrepreneurship models due to time constraints. The study's findings may reflect a specific point in time and may not capture the evolving nature of the field.
5. Data Availability: The availability of data, especially secondary data, may pose limitations to the study. Despite extensive efforts to gather relevant literature and reports, some valuable sources of information may be inaccessible or unavailable. The lack of comprehensive and up-to-date data on social entrepreneurship in rural and urban India may impact the depth of analysis and the ability to draw robust conclusions.
6. Self-Reporting Bias: The reliance on self-reporting in surveys and interviews may introduce bias in the data. Participants may provide responses that are influenced by social desirability bias or may not accurately reflect the realities of their experiences and initiatives.

5. *Hypothesis of the Study:*

1. There are significant differences in the characteristics, operational models, challenges, opportunities, and social impacts of social entrepreneurship initiatives between rural and urban areas in India.
2. The social impact generated by social entrepreneurship initiatives will vary in its focus and outcomes between rural and urban areas in India.
3. Access to resources and support networks significantly influences the success and scalability of social entrepreneurship initiatives in rural and urban areas of India.

6. *Conclusion:*

This research paper explored and compared social entrepreneurship models in rural and urban areas of India, focusing on their respective social impacts. Through a mixed-methods research approach, including qualitative interviews, surveys, and data analysis, the study identified key characteristics, challenges, opportunities, and social impact outcomes of social entrepreneurship initiatives in each context.

The findings of this study demonstrate that social entrepreneurship models in rural and urban India exhibit distinct approaches and strategies. Rural social entrepreneurship tends to concentrate on agriculture, rural industries, and grassroots development, while urban social entrepreneurship addresses issues such as education, healthcare, and sustainable urban development. The study highlighted the significance of contextual factors, including access to resources, market dynamics, infrastructure, and social dynamics, in shaping the nature and extent of social impact generated by these initiatives.

7. *Suggestions:*

1. Strengthen Ecosystems: Foster collaboration and networking among social entrepreneurs, support organizations, and government agencies. Build robust ecosystems that facilitate knowledge-sharing, partnerships, and access to resources for social entrepreneurship initiatives in both rural and urban settings.
2. Address Resource Gaps: Address resource gaps, particularly in rural areas, by developing innovative funding mechanisms, improving infrastructure, and promoting access to finance, technology, and markets. Support initiatives that focus on enhancing the resource base and entrepreneurial ecosystem in rural communities.
3. Community Engagement: Foster strong community engagement and participation in social entrepreneurship initiatives. Promote bottom-up approaches that involve local communities in the design, implementation, and evaluation of initiatives to ensure sustainability and relevance.
4. Scale-Up Strategies: Develop strategies for scaling up successful social entrepreneurship models. Identify and replicate best practices while considering the specific contexts and challenges of each setting. Explore opportunities for collaboration and replication across rural and urban areas.

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ATISHAY KALIT
Vol. 10, Pt. B, Sr. 18, 2023
ISSN : 2277-419X

PARALLEL EXTENSION OF HIERARCHY OF NEEDS: CONTEXT OF CONTEMPORARY SOCIO-ECONOMIC CHANGES

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Abstract

Parallel hierarchy of needs is the extensional view in Maslow's hierarchy of needs theory. An attempt was made here to mitigate human needs theory with a contemporary and progressive approach. The emphasis of this work is on identifying the drives behind changing human behavior, plotting aroused 'artificial human needs' and wants, and understanding the motives and thrust of human life from a different perspective. The proposed theory is the outcome of observations of exemplary persons, national and international events, and issues. The ladder shown in the parallel pyramid denotes changing human focuses and motives. Changing socio-economic behaviour has resulted in the formation of the parallel hierarchy of needs. The newly designed hierarchy, together with Maslow's hierarchy, becomes essentiality of modern humans. The present paper talks about artificial needs and wants which have become part and parcel of today's human life.

Keywords—Parallel extension, artificial human needs, progressive approach, socio-economic changes.

Introduction

The proposed parallel hierarchy of needs theory is based on the most popular theory in psychology Maslow's hierarchy of needs. The author has attempted to extend the old theory rather than modification. The pyramid of needs which starts from a basic need to self-actualization showed in Maslow's theory well accepted and referred to widely. Perceiving human nature it can be said that our motives are natural and essential for life. Along with that human as social animal and to be in modern society has to accomplish and follow certain drives, needs and wants. An author named it 'artificial needs'. Thus, the activeness of human beings is always for the fulfilment of natural & artificial needs which are nothing but the outcome of living practices of the contemporary world.

The paper discusses aroused artificial needs and wants which has become part and parcel of today's human life.

Related Work and Authors Thoughts

In 1943 Abraham Maslow has proposed the theory of 'Hierarchy of Needs' in his paper 'A Theory of Human Motivation in Psychological Review [1]. His focus is on explaining the growth of humans. He created a pyramid that shows how humans intrinsically play a part in behavioural motivation [2]. He classified the pyramid in "basic needs", "psychological needs", "self -fulfilment needs" in five stages. Maslow used the terms as- physiological, safety, belonging and love, eco-esteem and self-actualization. Maslow's theory is fully expressed in his book 'Motivation and Personality in 1954 [3]. Philosophically the hierarchy states that lower-level needs must be completely fulfilled before moving towards the accomplishment of a higher level of the pyramid. However, today scholars prefer to think that these levels are continuously overlapping on each other [2]. Apart from that this theory is widely accepted as a base in understanding how effort and motivation are related in human behaviour.

Kenrick et. al. 2010 proposed renovation in the pyramid of needs, in their words many behavioural scientists thinks Maslow's pyramid as a quaint visual artefact without much contemporary theoretical importance. Thus they suggested the idea of a hierarchical approach to human motivation, suggesting some renovations to Maslow's approach. This revised model not only provides useful connections to current innovations in psychology (e.g., evolutionary and positive psychology) but also raises several broader empirical questions for future research [4]. Further, they proposed an updated and revised hierarchy of human motives, building on theoretical and empirical developments at the interface of evolutionary biology, anthropology, and psychology. The revision of authors retained several of Maslow's critical insights, including the hierarchical structure and several original needs such as physiological, safety (self-protection), and esteem (status). However, they provided updates in the model in several important ways. Most importantly they found it useful to examine basic human motives at three different levels of analysis often conflated in Maslow's work: (a) their ultimate evolutionary function, (b) their developmental sequencing, and (c) their cognitive priority as triggered by proximate inputs [4].

The implications of this three-level analysis removed self-actualization from its privileged place atop the pyramid and suggest that it is largely subsumed within status (esteem) and mating-related motives in the new framework. Further, they included at top of the pyramid three types of reproductive goals: mate acquisition, mate retention, and parenting [4].

McLeod S.S. expanded Maslow's Hierarchy of Needs with 8 needs instead of the original version that only contains 5. Cognitive needs are 5th need proposed hereafter esteem fulfilment. The eternal curiosity of human nature, exploration and predictability are one of extended need. Followed that Aesthetic need-appreciation and search for beauty, self-actualization (the top in Maslow's pyramid) and Transcendence needs i.e. helping others to achieve self-actualization is the new needs added by the author [5].

In their review of the available research, Wahba and Bridwell found that there was little empirical support suggesting that needs exist in a hierarchy at all. Their review of ten factor-analytic and three ranking studies testing Maslow's theory showed only partial support for the concept of need hierarchy. They also stated that a large number of cross-sectional studies showed no clear evidence for Maslow's deprivation/domination proposition except concerning self-actualization [6].

Discussion

A. Parallel Extension of Hierarchy of Needs Theory

Hierarchy of needs theory gives acumens human behaviour patterns. And different motives behind human actions can be analysed properly. The theory not only got acceptance widely but also proven its importance in psychology, sociology and management. On the contrary, there is some criticism on this theory that couldn't justify all motives of human actions.

The human life journey has reached in the 21st century. Development with technological innovations and ideas have become the new mantra of the modern world. A multifaceted environment is more disturbing heavily than before. Our needs and wants are changing with the changes. Human needs are forming and getting shaped differently. In this sense we can say, these newly aroused needs are not only new in total but they are unrecognized and uncovered yet.

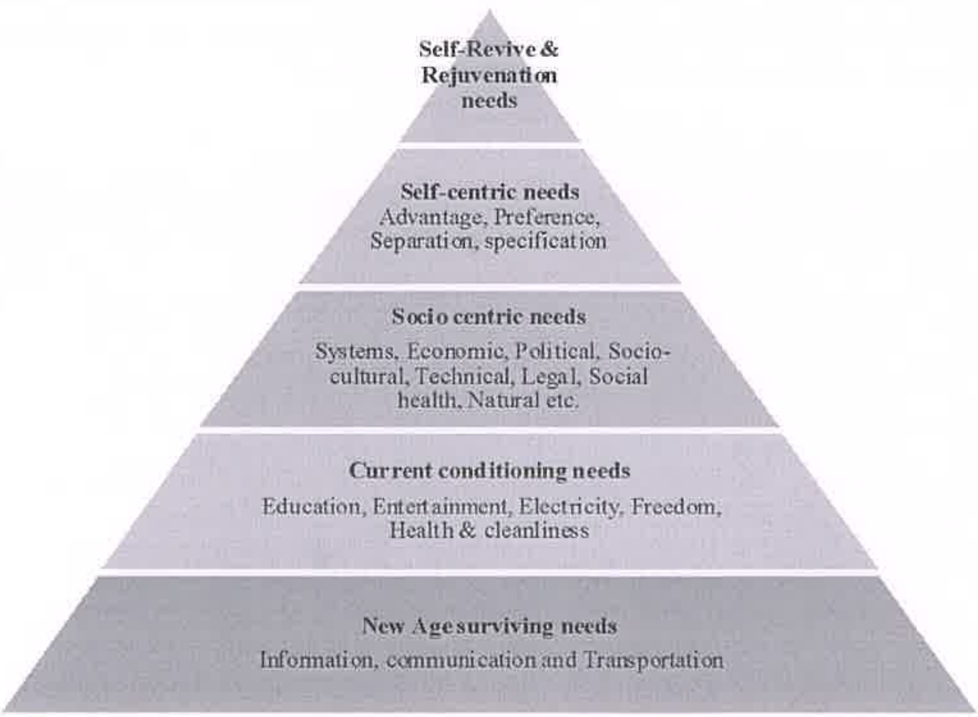

Fig. 1: Parallel Extension of Hierarchy of needs (Source: Primary)

On a wider view above proposed hierarchy and most of the prescribed needs may seem relevant to Maslow's hierarchy. While diminutive view we can observe the difference between these two pyramids and the proposed needs are unrecognized in prior theory. Another approach regarding these needs is that Maslow's hierarchy of needs is focusing on primeval aspects of human nature and the proposed extended needs have different approaches i.e. contemporary & progressive. In this way, we can say that the designed extension of parallel needs is nothing but the addition in motives of humans, related to the contemporary and progressive world. In short, these are the extension of prehistoric needs.

B. Explanation of Parallel Hierarchy of Needs Theory

The explanation mentioned below reflects the appearance and comprehensiveness of parallel hierarchy in life.

(1) New Age Surviving Needs (Information, Communication & Transportation): As like basic necessities of food, shelter, cloth - information, communication, and transportation is not physiological necessities of life. But, to survive successfully in the modern world one must have to access these needs. To survive in society today human has to fulfill the above shown new age needs, perhaps to fulfill the basic physiological needs i.e. food, shelter, cloth, a person firstly need to get information, communication facility, and transportation facility. Hence these need naming as – New age surviving needs.

The demand of the corporate world heavily depends on these new age needs. Without information, communication, and transportation not a single organization can sustain growth and prosper in today's highly competitive market. Even information becomes the primary need of corporate organizations. The functionality, operation ability, efficiency & productivity, creativity, and innovativeness of an organization depend on the information, communication, and distributions among all members. Only those organizations can sustain and prosper which are having accurate-timely-reliable information, with proper-efficient communication channels and speedy –prompt distribution facilities.

(2) Current Conditioning Needs (Education, Entertainment, Electricity, Freedom, Health & Cleanliness): Maslow considered safety and security needs from various contingencies like a flood, war, earthquake, crime & the security is about job, salary, work environment, etc. Adding to this proposed current conditioning needs i.e. education, entertainment, electricity, freedom; health, and cleanliness are the most preferred need for today's competitive man. Safety and security are important but on along with education as a priority, entertainment & freedom for everyone have become a necessity, the need for electricity is inevitable and consciousness about health is highly increasing in this world. Just consider a child who has got safety and security from parents and the nation but, has he received education promptly? Is he having the freedom to do what he wants? Is detachment possible from entertainment, is the day today's operations are possible without electricity, and can he remain healthy in this polluted world? The nation and family have provided safety and security and they are also in process of providing education opportunities; fulfilling the entertainment need, providing electricity, freedom for everyone, health facilities. A common man who is striving to sustain and prosper, who wants progress and wealth in this highly competitive world for fulfilment of his objective, needs freedom from family, groups, religion & state. He must have freedom and support from the government to prosper internationally. He needs prompt educational facilities; support of electric power in operations, entertainment for refreshment, needs health facilities, and cleanliness to be fittest and free from disease to fight with current conditions. Therefore these need to be named as "Current conditioning needs".

The corporate world also needs a supply of manpower who is well educated, knowledgeable, and well-skilled, who can attain organizational objectives and goals within the prescribed time frame & for this, education becomes a priority by corporatists. Electricity is a prime requirement for all operations of organizations and Freedom requires for corporate organizations that are running or willing to run a business on a national and international level. It is very necessary for these organizations because they could not perform efficiently and effectively in absence of freedom. Freedom may from national boundaries, international and local norms and restrictions, constraints, and barriers of policies & legalities. Entertainment is required for a hassle-free and fresh work environment. Adding to this organizations have become very conscious about the health of their manpower. They strongly feel the requirement of cleanliness in the internal environment. For the same, they started to take efforts on employee's health and fitness. Providing medical facilities, organizing routine check-up camps, offering medical insurance, cleaning the workstations routinely, keeping the environment free from bacteria and fungus are some examples by which organizations fulfil the health need of their employees and try to keep a clean environment for workers.

All in one- in the current environment human being requires current conditioning needs.

(3) Socio-centric Needs/System Needs (Economic, Political, Legal, Socio-cultural, Eco-friendly and Natural, Social Health System, etc.): In today's competitive world, where everyone wants to beat the competition, flow with wealth & prosperity and fly with success. Whether it's related to a single person or company, growth is an essential element of human life. Along with social needs i.e. love and belongingness, we need a strong system by which everybody can get a chance to grow by all means and the opportunity to prosper.

Named as 'socio-centric needs' or 'system needs'. These are nothing but, the needs of social systems including economic, political, legal, socio-cultural, and natural- eco-friendly health system. Referencing from Maslow's pyramid- social needs are comprised of love and belongingness but, as per changing demand we need, an extended platform of social needs as shown in the parallel extension of hierarchy theory.

We want a society that can provide us booming economy, favourable political conditions, pleasant cultural and ethical background, powerful and justifiable legal framework & eco-friendly –no polluted nature. All of these are essentials for progress and to satisfy the life of mankind. All of these are parts and pillars of society. Nobody can get detachment from society; no one can live without society. As we say man is a social animal, naturally he must need society and different systems designed by society. It is true that we have designed societal systems for the better life quality of mankind but are these systems fulfilling our expectations? Many countries are in economic crisis, political pressure and bureaucratic boredom, legal and regional restrictions, social and cultural decadence, griped by pollution and ecological problems. We have designed systems for a better life and now we ruin by all these systems. Our ability to provide a good system for our next generation is being question marked. SAARC, WHO, WTO, ILO are some organizations that are willing to bring positive changes in predesigned systems, these organizations have their special areas of work and they are working according to their predetermined objectives, but in total, all of them are working for better life of human being. Thus, whether it may individual, social, or international front, social systems are very much essential for sustaining, growing, and prospering. Perhaps it's already been present in addition to social-love and belongingness needs.

(4) Self-centric Needs (Advantage, Separation, Preference, Discrimination, and Specification): Self-centric needs are according to; today's progressive mentality and expectation of becoming spectacular. In this way, it can simply say that ego-esteem needs are nothing but status,

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prestige, reputation, attention, and recognition by others, which creates the egoistic mentality. Whereas the aspect of the self-centric need creates a dominating mentality. It is stretching the needs of a person by which he wants an advantage over others, preference than a colleague, separation from the group, and discrimination in society. It reflects in society by activities of some castes, groups, religions who want such type of preference and discrimination on various bases. These needs are highly self-centric & selfish. And unfortunately, these needs are spreading fast in society, and everyone underestimates others' right to fulfil his own needs. On the contrary, one can say, this is a natural thing concerning Darwin's theory of Evolution. Without any doubt, the human being is becoming very self-centric day by day that's why self-centric needs become one of the important needs of today's progressive human hierarchy.

(5) Self-revive & Rejuvenation Needs: The top level of parallel extension-progressive human hierarchy of needs is named by Self-revive and rejuvenation needs. In Maslow's pyramid, Self-actualization need is on the top; very less people can reach this level. In this demanding world, it is observed that the actualization need is converting slightly or transforming as per the universal changes. Actualization is a stage, where there is no more to know about self-capabilities & competencies, but it doesn't mean, there is nothing to do. A person who has actualized everything about self can do work in the interested area. It may be founding self in different paradigms, sectors, areas, and fields. It may provide guidance and help others to actualize others. Today's world offers so many new fields or work areas where one can apply his knowledge and experience, there are different fields in which ones interest lies but couldn't get the time & so he want to re-join again for self-satisfaction only. One may feel his duty and responsibility to give returns to society; one can offer his service in the special area only because of his philanthropic nature. In such cases, people who haven't worked before in the area where he is working currently but just because of keen interest one can join new field/ new work station. Here self-actualized person doesn't expect or very least bother about reward, award & any kind of remuneration rather he is expecting only from self-i.e. revive & rejuvenation for others.

For instance, great and popular personalities are interested in doing different things, mainly when they have reached the highest hierarchy level i.e. self-actualization. The researcher named them as a 'Self-revive and rejuvenation need'. Dr. Abdul Kalam, Bill Gates, Amitabh Bacchan, Narayanmurthy, Azim Premji, Nandan Nilekani, Anna Hajare, and many scientists, socialists, artists, politicians, players, corporates who have reached the highest level of performance in their respective fields and now just want revive/ rejuvenate themselves in another field. They are very much actualized about themselves but still very opportunistic and interested to work in a different area. For this, they adopt, amalgamate, acquire the necessities of the selected field and pass a rejuvenated journey hopefully. This is the extension of self-actualization.

C. Integration of Maslow's Hierarchy of Needs with Parallel Hierarchy of Needs

The above integration shows the overlapping of these two theories. It also reflects the enlargement of primal needs into contemporary & progressive human needs. The new hierarchy has different approaches and aspects which is not part of the previous theory. Instead of comparison, compassion & integration between these two theories creates a realistic view about changing human needs. Undoubtedly Maslow's theory is based on all human motives and actions. The proposed

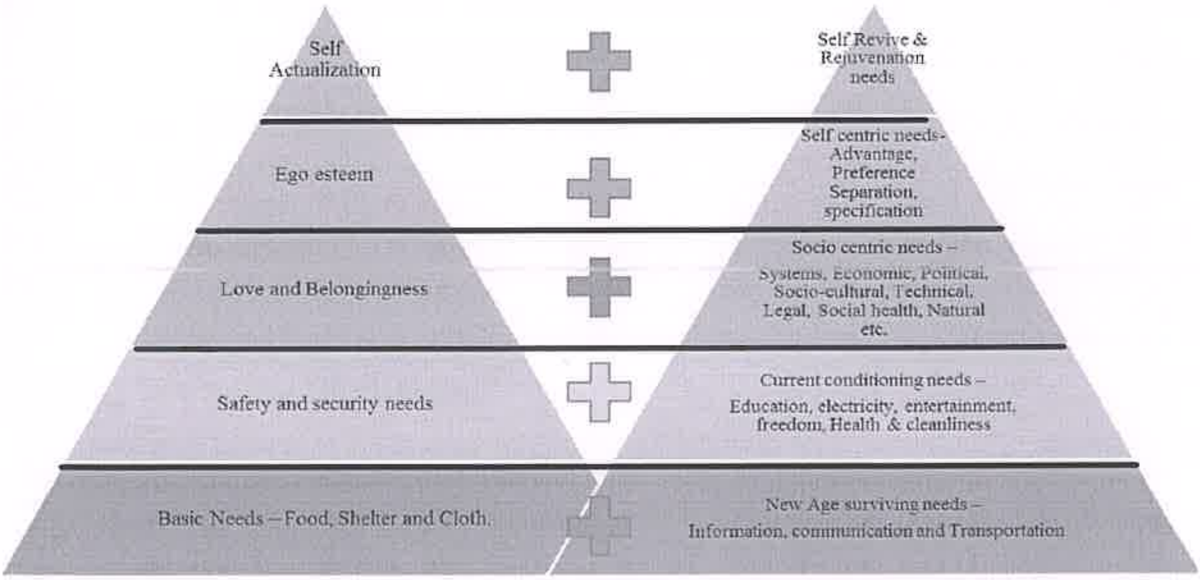

Fig. 2: Integration of Maslow's Hierarchy of Needs & Parallel Extension of Hierarchy of Needs

needs are not prime essential for a man who can live in an isolated place, but as human beings, we can't live in isolation. We have society, group and countries without these our life are very difficult. Progressive humans have such extended needs and want. These needs become necessities of life not only for growth and prosperity but also to survive in the modern world. Technology and digitization have been impacted heavily on our society which has developed and designed these needs. Innovation, creativity, learning attitude, adaptation in a new techno-centric world become necessities to be fittest in this modern world. The extension of needs depends on the person who lives in this world & his adaptability for existence. Those people to whom we call progressive and pragmatic, are compiled to fulfil these proposed parallel extended needs.

Conclusion

The proposed theory is very much suitable to understand contemporary and progressive human needs. It is simple to use and easy to understand. However, it cannot consider its importance as like Maslow's theory but it provides an understanding of modern drives of actions. Like Maslow's theory, its implications are also helpful in the corporate world to understand the human motives behind every action. The parallel extension of hierarchy offers a wide view towards aroused needs and changing motivational focus from conventional to progressive modern approach. The theory emphasizes human behaviour patterns, health, and creative expectations from life.

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TOJDEL The Online Journal of Distance Education and e Learning

The Online Journal of Distance Education

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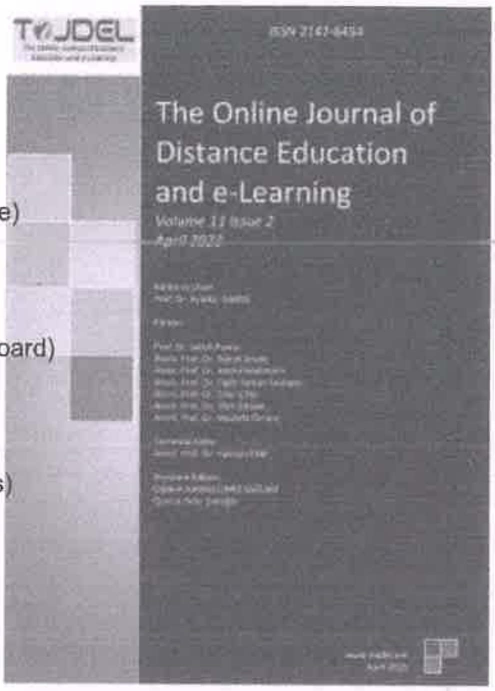

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IS GOLD A SAFER & BETTER ASSET THAN SHARES?

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ABSTRACT
The purpose of this research paper is to determine whether gold is a better and safer investment avenue than stocks. This study aims to examine the rise in the gold rate as well as the BSE and NSE indices over the course of the last 25 years, i.e., from 1998 to 2023. The study consists of tables and charts explaining how the value and annual growth rate of these variables have changed over a period of 25 years. It is based on secondary data that was gathered from a variety of trustworthy sources, including official website of RBI, BSE India and NSE India, mass media coverage etc. This longitudinal research seeks to determine the relationship between the variables – gold, BSE Sensex and Nifty 50. The dynamic relationship between these variables is studied with the help of correlation analysis. The results are analysed and suitable conclusions are drawn.
Keywords: Gold Prices, Stock Market Return, BSE Sensex, Nifty 50, Investment Avenues

Introduction
In India, gold is an emblem of wealth and fortune. Since ancient times, it has been devoted to an inherited value in terms of prosperity and purity.

Investment into gold is considered as the most vigorous asset creation by the common man as well as the financial professionals for many decades. On the other hand, the history dates to 1855, when 22 stock brokers gathered under the banyan tree in front of Mumbai's Town Hall and initiated the foundation of Bombay Stock Exchange (BSE) In 1986, the S&P BSE Sensex index, its most popular indices, was developed, giving the BSE a means to measure the overall performance of the exchange. In the year 1992, National Stock Exchange of India (NSE) was incorporated and eventually it commenced its operations from the year 1994. The most popular indices of NSE, Nifty 50 was developed in the year 1996 which has a representation of the fifty largest Indian companies listed on NSE.

It has been argued for years whether investment into gold or shares is desirable. Until now, the performance of these two investment alternatives has been questioned on different aspects. This research clearly focuses on the annual growth rate of these investment options and calculates the correlation between these variables to know their relationship.

Gold as an Investment Avenue
Gold is one of the dearer and desirable investments options when compared with other valuable metals. Numerous studies on gold investments suggested that it was one of the finest ways to diversify. Gold provides a benefit in terms of diversification. (Jaffe, 1989).

Sumner et al. (2010) assert that portfolio diversification is a crucial task to perform. The diversification over numerous asset classes and markets is vital for the overall success of the investment. Gold has historically been considered a decent hedge against stock market fluctuations. The findings of this research and another one conducted by Lawrence et al. (2003) are equivalent. The study claims that there is no relationship between gold and financial asset returns. The lack of a correlation may be explained by the independence of gold returns compared to the dependence of returns on financial assets on macroeconomic conditions. The results of numerous research indicate that gold is a fantastic portfolio diversifier, as well as being viewed as an insurance asset and a hedging instrument.

The Indian Stock Market

The financial market where the securities of all companies that are publicly listed are purchased and sold is known as the stock market or equity market. It is crucial to the health of any nation's economy, contributes to economic growth, and, if left unchecked, has the potential to have a great negative effect.

The average return on a diversified stock investment in India since 1997 has been approximately 18 % CAGR (CRISIL, 2017). Return and risk are closely related in the Indian stock market. The market has gone through a roller-coaster ride and displayed an extremely high level of volatility, particularly after the biggest fall years of 1992 and 2008. Different economic indices including inflation, GDP, the unemployment rate, producer price index, consumer price index and others have an impact on these stocks' movements.

Many investors now choose to participate in both the stock market and gold in order to lessen or entirely avoid systematic risk. Both purchasing gold for investment purposes and utilising it as a hedging mechanism are regarded as the risk management practices. (Bhunia, 2013).

Literature Review

Gold serves as a solid hedge in India and the US while it plays a variety of roles in China. When it comes to serving as a haven, gold continues to be a crucial investment, especially in India, where it plays a significant cultural role, as well as in the US and the UK. Gold has a far smaller influence in developing economies like Malaysia. In India and the US, investors can use gold to hedge against stock market fluctuations as a regular course of action, whereas in the UK, gold is only considered a money-making asset only during a stock market crash. (Ghazali, Lean, & Bahari, 2019). The US Dollar and UK Pound have a negative association with gold rate while Sensex, Nifty, Japanese Yen, Euro, and Crude Oil share a positive relationship with gold rate. The Foreign Institutional Investors (FII) has less of an impact on the prices of gold. The best time to purchase or invest in gold is from January to March. (Balaji, Mahalingam, 2018)

Gold is the most popular investment avenue among the other precious metals like platinum, silver etc. Its capacity to offer competitive returns and its effectiveness as a diversifier account for its popularity. Based on the trade-off between risk and reward, gold is a safer investment option than other investment options like stocks and bonds. (Shobha, 2017). There is no causal relationship between the price of gold and stock market indices in the short term. The fact that the gold price and stock market price are related over the long term, however, indicates that there is a positive relationship between them and that they change parallel in one direction. The price of stocks can be used to forecast the gold rate. (Tripathy, 2016). As per the portfolio analysis, including gold in the Chinese equities' portfolio boosts its risk-adjusted return. It works well as a long-term hedge against stock risk exposure. The gold asset acted as a safe haven for stocks on the Chinese stock exchanges throughout the international financial disasters. (Arouri et al., 2015)

The price of gold, oil, the volatility of the gold price, and the volatility of the oil price all have a substantial impact on the GSPC index. The daily adjustment speed of the S&P 500 stock market price index, which includes the contribution of the prices of oil and gold markets and their volatility, accelerates to its long-run equilibrium level by 1.2%. (Gokmenoglu, Fazlollahi, 2015). The performance of gold when adjusted for inflation is superior to the performance of the nifty. Gold inclusion boosts a perfect portfolio's performance. The history of gold as a commodity is rather more recent, even though it is one of the oldest metals known to mankind and has long been regarded as a precious metal. Although there is a wealth of literature on the precious metal gold, the commodity gold has only received limited research. (Kanojia, Jain, 2014)

In the United States during some periods of time silver, platinum and palladium acted as a safe haven while gold did not serve this purpose. At times gold is not the strongest and safest haven. (Lucey, Li, 2014). Gold is considered as a significant hedge. Gold can be risky for investors during times of financial stress, but it is safe to invest in at certain levels. In order to defend against economic crises and assist provide an acceptable return, it is advised to maintain a well-diversified portfolio. Since gold is seen to be crucial in providing useful diversification properties beyond those obtainable in a portfolio devoted only to financial assets, a significant and rising body of literature has examined the function of gold in portfolio allocation. Gold investments might be a useful tool for portfolio diversification since they allow for both risk reduction and return enhancement. (Ghazali, Lean, and Bahari, 2013).

A benefit of investing in gold is that it is a dependable tool for diversification and a safe tool in volatile stock market conditions. On the other hand, stock investments are susceptible to both domestic and international stock market potential hazards. Thus, gold investment is preferable over stock investment. (Mulyadi, Anwar, 2012)

Gold has been used in the form of jewellery for years but now it is considered as an important instrument for investment to hedge against inflation. The demand for gold is on the rise daily due to a variety of factors. India has recently overtaken China as the world's top gold consumer. There is no correlation between the price of gold and the Sensex, but there is an inverse association between the value of the dollar and the price of gold. (Narang, Singh,2012)

Research Gap

This Review of literature shows that different researchers and experts in the fields of investment have discussed gold and share market variables. Further, studies have also been carried out to determine the relationship between gold and BSE Sensex or Nifty 50 separately. But studies dealing with all the three variables i.e. Gold, BSE Sensex and Nifty 50 together on a long run basis are rare.

Research Methodology

This research paper is an empirical study. The data for the study have been collected from the official website of RBI, BSE India, NSE India, and BankBazaar to name a few. The data comprises 25 years, i.e., from 1998 to 2023. The month wise data for all these years have been downloaded from the official websites and yearly average has been taken into consideration. The time series is formed as per the calendar year, starting from the month of January. For the ongoing year 2023, the data of the first quarter has been considered.

The research studies the value and annual growth rate of gold prices, BSE Sensex and Nifty 50. It also focuses on understanding the relationship between gold prices with BSE Sensex and Nifty 50 using correlation techniques.

Objectives of the Study

1. To study the annual growth rate of gold prices, BSE Sensex and Nifty 50.
2. To analyse whether gold has been a safer and better asset as against Indian share market indices, BSE Sensex and Nifty 50's performance.
3. To study the correlation between gold prices and BSE Sensex.
4. To study the correlation between gold prices and Nifty 50.

To supplement the objectives of the study, the following hypotheses were framed.

Hypothesis of the Study

Ha - There is a correlation between gold prices and BSE Sensex.
Hb - There is a correlation between gold prices and Nifty 50.

Data Analysis

- **Annual Growth Rate**

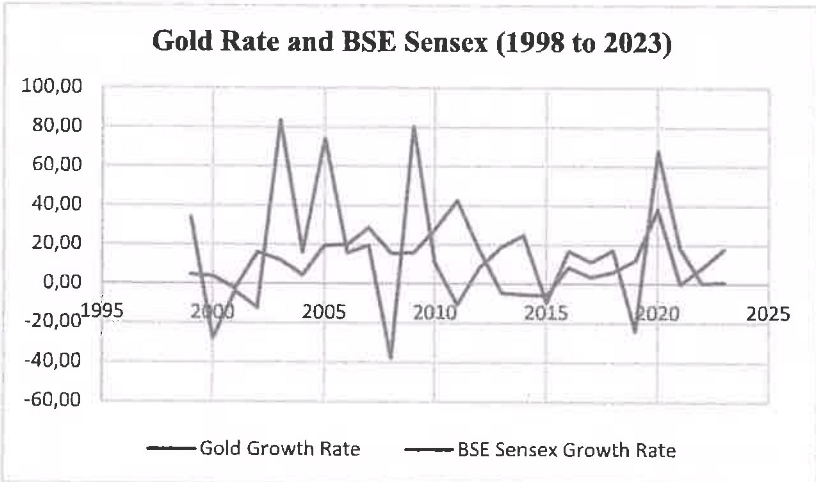
The time series data on gold prices, BSE Sensex and Nifty 50 was observed and annual growth rate of these variables have been calculated. This has mainly helped researchers to know about the long run price/point movement and the stability or volatility involved in it. The tabular and graphical presentation of time series data is as follows:

➢ **Gold Rate and BSE Sensex**

Sr. No.	Year	Gold Price (10 gm)	Annual Growth Rate	BSE Sensex	Annual Growth Rate
1	1998	4045.00		3739.96	
2	1999	4234.00	4.67	5001.28	33.73
3	2000	4400.00	3.92	3604.38	-27.93
4	2001	4300.00	-2.27	3469.35	-3.75
5	2002	4990.00	16.05	3048.72	-12.12
6	2003	5600.00	12.22	5590.60	83.38
7	2004	5850.00	4.46	6492.82	16.14
8	2005	7000.00	19.66	11279.96	73.73
9	2006	8400.00	20.00	13072.10	15.89
10	2007	10800.00	28.57	15644.44	19.68
11	2008	12500.00	15.74	9708.50	-37.94

12	2009	14500.00	16.00	17527.77	80.54
13	2010	18500.00	27.59	19445.22	10.94
14	2011	26400.00	42.70	17404.20	-10.50
15	2012	31050.00	17.61	18835.77	8.23
16	2013	29600.00	-4.67	22386.27	18.85
17	2014	28006.50	-5.38	27957.49	24.89
18	2015	26343.50	-5.94	25341.86	-9.36
19	2016	28623.50	8.65	29620.50	16.88
20	2017	29667.50	3.65	32968.68	11.30
21	2018	31438.00	5.97	38672.91	17.30
22	2019	35220.00	12.03	29468.49	-23.80
23	2020	48651.00	38.13	49509.15	68.01
24	2021	48720.00	0.14	58568.51	18.30
25	2022	52670.00	8.11	58991.52	0.72
26	2023	62060.00	17.83	59567.80	0.98

Table 1: Annual Growth Rate Gold Price and BSE Sensex (January, 1998 to March, 2023)



Graph 1: Annual Growth Rate Gold Price and BSE Sensex (January, 1998 to March, 2023)

The gold prices have shown a stable increasing returns till the year 2012 but observed a negative dropdown in growth for the next three years i.e., from 2013 to 2015. The gold prices recovered in the year 2016 and again observed a major fall in the year 2021 but this time, it offered a negligible growth rate.

The BSE Sensex has shown more vibrant returns over a period of 25 years. The year 2008 and 2019 can be stated as major downfall years whereas the BSE Sensex has experienced good returns during the years 2003, 2005, 2009 and 2020.

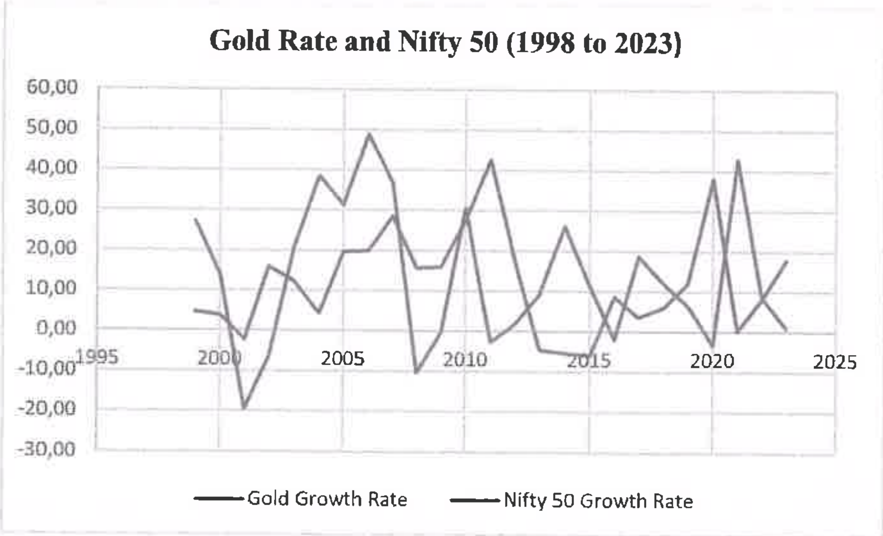
The secondary data reveals that the BSE Sensex has more volatile movement as compared to gold prices. High returns have appropriately rewarded the risk involved with BSE Sensex.

- **Gold Rate and Nifty 50**

Sr. No.	Year	Gold Rate	Annual Growth Rate	Nifty 50	Annual Growth Rate
1	1998	4045.00		960.08	
2	1999	4234.00	4.67	1220.09	27.08
3	2000	4400.00	3.92	1390.91	14.00

4	2001	4300.00	-2.27	1117.58	-19.65
5	2002	4990.00	16.05	1045.48	-6.45
6	2003	5600.00	12.22	1264.07	20.91
7	2004	5850.00	4.46	1750.25	38.46
8	2005	7000.00	19.66	2297.10	31.24
9	2006	8400.00	20.00	3420.48	48.90
10	2007	10800.00	28.57	4680.65	36.84
11	2008	12500.00	15.74	4198.83	-10.29
12	2009	14500.00	16.00	4183.45	-0.37
13	2010	18500.00	27.59	5462.09	30.56
14	2011	26400.00	42.70	5319.93	-2.60
15	2012	31050.00	17.61	5410.56	1.70
16	2013	29600.00	-4.67	5908.09	9.20
17	2014	28006.50	-5.38	7453.50	26.16
18	2015	26343.50	-5.94	8298.82	11.34
19	2016	28623.50	8.65	8138.21	-1.94
20	2017	29667.50	3.65	9661.42	18.72
21	2018	31438.00	5.97	10826.45	12.06
22	2019	35220.00	12.03	11535.40	6.55
23	2020	48651.00	38.13	11150.46	-3.34
24	2021	48720.00	0.14	15942.68	42.98
25	2022	52670.00	8.11	17329.47	8.70
26	2023	62060.00	17.83	17487.48	0.91

Table 2: Annual Growth Rate Gold Price and Nifty 50 (January, 1998 to March, 2023)



Graph 2: Annual Growth Rate Gold Price and Nifty 50 (January, 1998 to March, 2023)

The Nifty 50 has shown more vibrant returns over a period of 25 years. The year 2001 and 2008, and can be stated as major downfall years whereas the Nifty 50 has experienced good returns during the year 2006, 2007, 2010 and 2021.

According to secondary statistics, the Nifty 50 fluctuates more violently than gold prices. High returns have adequately compensated for the risk involved with the Nifty 50.

- **Pearson's Correlation Test**

Pearson's correlation test was performed on time series data to understand the relationship between gold and BSE Sensex and Nifty 50 separately.

Hypothesis

Ha - There is a correlation between gold prices and BSE Sensex.
Hb - There is a correlation between gold prices and Nifty 50.

	Gold Price (10 gm)	BSE Sensex
Gold Price (10 gm)	1	
BSE Sensex	0.961244529	1
Result	Very strong positive correlation	

Table 3: Correlation between Gold Prices and BSE Sensex

The positive correlation between the variables has been observed as there is a pattern in the data, the variables under the study tend to move together. Here, the relationship between gold price and BSE Sensex is strongly positively correlated with each other. Thus, hypotheses, Ha is accepted.

	Gold Price (10 gm)	Nifty 50 prices
Gold Price (10 gm)	1	
Nifty 50	0.958549601	1
Result	Very strong positive correlation	

Table 4: Correlation between Gold Prices and Nifty 50

Here, the relationship between gold price and nifty 50 is strongly positively correlated with each other. The variables tend to move together, showing positive correlation. Thus, hypotheses, Hb is accepted.

Findings

- The Gold is evidently set for its best till date since 1998 based on multiple global factors. Gold is safer as it is less volatile and better as a consistent performer when compared with BSE Sensex and Nifty 50. This study supports the reviewed research of Shobha (2017), Kanojia, Jain (2014), Ghazali, Lean & Bahari (2013), and Mulyadi, Anwar (2012) while contradicts the study of Lucey, Li (2014) with respect to US share market when compared with other metal's performances.
- Adding gold to a stock portfolio can reduce the overall portfolio risk as gold serves as a haven. (Ghazali, Lean & Bahari, 2019; Chkili, 2016; Arouri et al., 2015; Kanojia, Jain, 2014; Ghazali, Lean & Bahari, 2013; Mulyadi, Anwar, 2012).
- There is a strong positive correlation between gold prices and BSE Sensex and Nifty 50. This study supports the reviewed research of Balaji, Mahalingam (2018), Tripathy (2016), Gokmenoglu, Fazlollahi (2015). Thus, the study concludes that BSE and NSE indices, BSE Sensex and Nifty 50 can be used to predict the gold rate as they move together.
- The current research contradicts the research conducted by Narang, Singh (2012), which stated that there is no relation between the gold price and BSE Sensex. The research also contradicts a yearlong saying that gold and equity have an inverse relationship.

Conclusion

The study concludes that when compared to the oldest and most well-known Indian share market indices, BSE Sensex and Nifty 50, gold is safer, less volatile, and a better long-term asset due to its consistency in performance. The risk averse individuals can include the gold component to their investment portfolio to reduce the ill effects of the market fluctuations on their portfolio performance to a certain extent. The study also indicates that the BSE Sensex and Nifty 50 can be used to predict the gold rate as they move together.

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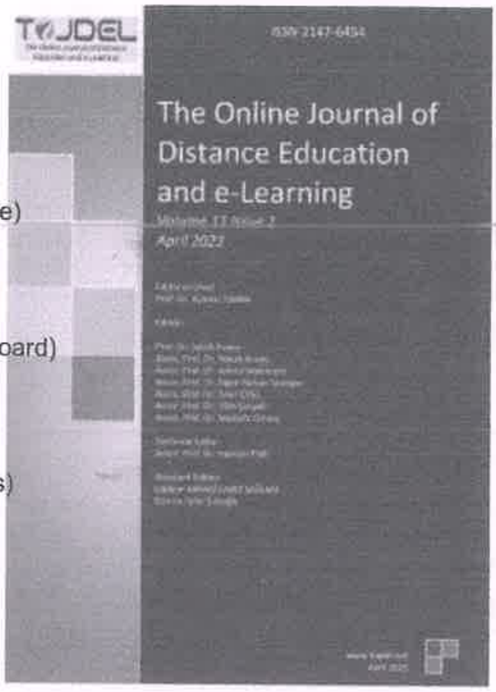

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ABSTRACT
Chat GPT an AI generated tool, which is developed by Open AI. A technology which creates new content on the basis of formats & examples collected from a large database. Chat GPT also creates images, texts which makes it more valuable in chatbots & other applications & also in creation of content. It involves step-by-step process, internet learning, context understanding, receiving guided improvement, users' conversion, & continuous learning and growing. Chat GPT has its advantages like generation of natural language, scalability, customizability & effectiveness, & also has limitations such as dialogue options which are limited, challenges faced in natural language processing, lack of contextual understanding, limited domain knowledge, and insensitivity to emotional cues. Its features are automated conversations, enhanced customer service, cost effectiveness, processing of natural language, personalized responses, customizability, scalability, and translation of language. Customer service, healthcare, development of software, employment, IT, consulting, and research are just a few of the areas it has affected. Its effects include enhancing customer experiences, revolutionizing research, and generating new job opportunities.
Keywords: Chat GPT, GEN-AI, AI Technology, Language Generation, Theoretical Framework

Introduction

Natural Language Processing (NLP) has undergone significant advancements in recent years, transforming the way humans interact with machines and revolutionizing various industries. One of the prominent developments in NLP is the emergence of chatbots powered by the Chat GPT (Generative Pre-trained Transformer) model, developed by OpenAI. Chat GPT is a state-of-the-art language model that leverages deep learning techniques to generate human-like text responses, making it an invaluable tool for enhancing NLP applications. In this in-depth examination, we examine Chat GPT's NLP-related capabilities and effects.

We evaluate Chat GPT's strengths and weaknesses, look at its applications and use cases, and talk about its architecture and training procedures. We also examine any difficulties and moral issues that may arise from using Chat GPT in real-world situations. The GPT-3.5 architecture, upon which Chat GPT is based, marks a substantial advancement in conversational AI. It gains the ability to produce replies to user inputs that are coherent and appropriate for the context by receiving training on a vast corpus of varied text sources, such as books, papers, and websites. The model's capacity to interpret and produce text that resembles human speech enables it to participate in lively discussions that closely resemble natural language interaction.

The effects of Chat GPT are felt in many different fields. Chatbots driven by Chat GPT may offer immediate, personalized assistance in customer support, responding client questions and effectively resolving difficulties. It can act as a virtual tutor in the classroom, providing students with lessons that are tailored to their needs and responding to their inquiries in a way that encourages participation and learning. Chat GPT may be used to help writers, journalists, and content creators come up with interesting and well-organized pieces of writing. Although Chat GPT has a lot of promise, it is not without its drawbacks. The model could occasionally respond in a wrong or meaningless way, and it might have trouble comprehending complex or confusing questions. The use of such potent language models in practical applications also raises issues with prejudice, the spread of false information, and lack of explain ability.

Researchers and developers are actively looking towards methods to adjust and manage Chat GPT's output in order to overcome these issues. To increase the model's precision, dependability, and responsiveness, a variety of strategies—from rapid engineering to reinforcement learning—are being used. The creation of policies and procedures to lessen possible hazards and biases is another action being taken to assure the moral and ethical use of Chat GPT.
Fig. 01 Evolution of Chat Gpt with its significance (Source Mehta, 2023)

Literature Review
What is CHATGPT & GEN-AI?
(Kaynaklar, 2022) GPT (Generative Pre-Trained Transformer), a particular kind of artificial intelligence model, was created by OpenAI. It has features to generate humanized text based on the input it receives. The transformer design used by GPT mode enables them to process and understands the context of given prompt and generate coherent and relevant response.

(Mehta, 2023) Chat. A generative AI chatbot called "generative pre-trained transformer" uses a big language model to have human-like conversations and generate text and picture material. It was created and launched in November 2022 by OpenAI with funding from Microsoft.

Artificial Intelligence
(Mehta, 2023) chatbot Technology that can behave intelligently, varying from clear and simple algorithms to complex systems like human simulation, is termed to it as AI.

Language models (Macneil, Seth , Daniel , & Erin , 2022) Language models are kind of natural network that can

FROM OVER 100 MILLION TO NEARLY 100 TRILLION PARAMETERS

LAUNCH DATE				
June 11, 2018	Feb 14, 2019	June 11, 2020	Nov 30, 2022	March 14, 2023
VERSION				
GPT-1	GPT-2	GPT-3	GPT-3.5 (aka ChatGPT free version)	GPT-4 (aka ChatGPT-4, or plus version, $20/m)
HOW IT HAS EVOLVED				
• Consisted of about 117 million parameters, or factors by which it processes info. • It proposed a complex language model trained to classify unlabelled data and recognise the emotional tone of a text.	• Consisted of nearly 1.5 billion parameters. • It was trained on a larger collection of data and more model parameters to produce an even more effective language model.	• Consisted of nearly 175 billion parameters. • Its human-like story writing, programming language scripts & interpretation of SQL (a query language for searching databases) took the world by surprise.	• Upgrade of GPT-3 • It is trained on the same datasets of GPT-3 but with an additional fine-tuning process that adds a concept called 'reinforcement learning with human feedback', or RLHF, to the GPT-3 model.	• Consists of nearly 100 trillion parameters • It accepts the input in the form of text as well as images and can provide outputs in the form of both and is well-trained in close to 26 languages, including Hindi, Telugu, Gujarati, Marathi, Bengali.

anticipate the following word in the given string of words. A sort of machine learning mode known as a big language model is capable of performing various natural language processing task including categorizing text for translating it from one language to another.

Machine learning
Neural network is a short of machine learning where computers can learn from many instances without human supervision for example if the network has to be taught what a dog looks like it will need to see many photographs of the dog in order to figure this out.

Chatbot
(King, 2022) Chatbot is a computer program design to simulate conversation with human user especially over the internet.

Generative AI
It is a salt of AI that can pick up new information by creating and generating new data whether it be text images or other artificial information.

Generative Pre-trained Transformer (GPT)
Is a machine learning model developed by Open AI? It is a type of neural network architecture based on the Transformer model, which has been widely used for natural language processing (NLP) tasks.

GPT and CHATGPT
(Brockman, et al., 2016) Open AI is a research laboratory founded in 2015, OpenAI has developed ChatGPT, an intimately available tool grounded according to (Lund & Wang, Research Gate, 2023) on the language model technology of GPT. This sophisticated chat bot can carry out colorful textbook- grounded tasks, from answering simple questions to generating thank- you letter and furnishing guidance on Productivity problems
(Lund, Wang, 2023) With the help of its extensive data sources and clever architecture, ChatGPT can comprehend and interpret stoner requests and produce replies in language that seems natural and mortal like. Beyond practical operations, Chat GPT's capability to induce sophisticated textbook and negotiate complex tasks represents a significant advance Productivity problem with the help of its extensive data sources and clever architecture, ChatGPT can comprehend and interpret stoner requests and produce replies in language that seems natural and mortal like. Explores how Chat GPT functions and discusses its implicit impacts across diligence. ChatGPT, developed by OpenAI as an intimately available tool grounded on GPT technology, is a sophisticated chatbot.

(Lund, 2023) able to fulfill a wide range of textbook- grounded requests. From answering questions to generating complex content like scholarly essays, Chat GPT leverages GPT's capabilities to understand and induce mortal- suchlike language. Its vacuity has the implicit to impact colorful diligence, similar as client service, legal exploration, document medication, and education. Still, it's important to admit the limitations of GPT models, similar as immortalizing impulses and lacking common sense or logical logic capacities. Also, training GPT models requires significant computational coffers and energy consumption, making perpetration challenging for some associations and individualities. Responsible use of GPT technology is pivotal, considering these limitations.
(Kirmani, 2022) Chat GPT is a public tool developed by open AI that is best on the GPT language model technology

Objectives of the Study

1. To study theoretical framework of Chat GPT.
2. To study benefits & drawbacks of Chat GPT.
3. To study the effect of Chat GPT on career.

Research Methodology
Researcher used secondary data which was collected through Research Papers, News Papers and Internet etc.

Secondary Data Analysis
A step-by-step breakdown of how Chat Gpt, as an AI, works. (Chat GPT, 2023)

Step 1: Learning from the Internet
Chat Gpt is like a curious learner, it starts by exploring a vast amount of text from the internet, including books, articles, websites, and more.

Just like reading and absorbing knowledge, Chat Gpt tries to learn and understand the patterns and also try to relate between words, sentences, and concepts.

This helps Chat Gpt develop its understanding of grammar, facts, reasoning abilities, and even a bit of general knowledge about the world.

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Step 2: Understanding Context
Chat Gpt uses a special brain architecture called a Transformer, which allows it to process and understand sequences of words and generate responses.

Think of Transformers as Chat Gpt's way of organizing information. It has multiple layers, like different levels of thinking that help it understand how words are related to each other and make predictions.

Step 3: Guided Improvement
Chat Gpt's learning journey doesn't stop there. It gets additional training with the help of human reviewers, who follow guidelines provided by Open AI.

These reviewers act as mentors, helping Chat Gpt understand which responses are good or bad for different example inputs.

By learning from human feedback, Chat Gpt gets better over time at generating responses that are more accurate, helpful, and aligned with human values.

Step 4: Conversing with Users
When you interact with Chat Gpt, it tries to have a conversation just like a friendly companion.

Your input is like a message to Chat Gpt, which it reads and tries to understand by breaking it down into chunks it can work with, called tokens.

Based on its training and the context it has learned, Chat Gpt predicts the most likely next tokens and generates a response that it thinks is the best fit.

Step 5: Learning and Growing Together
Open AI values user feedback and actively works on improving Chat Gpt based on your experiences and insights.

Just like humans learn and adapt, Open AI fine-tunes Chat Gpt's behavior to address biases, improve the quality of responses, and align with what users expect.

It's an ongoing process of refining and enhancing the model, so it can continue to be a helpful and reliable AI companion.

While Chat Gpt strives to generate impressive responses, it's important to remember that it's not perfect. Sometimes it may provide incorrect or nonsensical answers. Additionally, its knowledge is limited to what it has learned from the data it was trained on and may not include recent events or developments since its knowledge cutoff date.

Advancements in artificial intelligence have given rise to the remarkable technology known as ChatGPT, and it has excelled at generating responses like human to natural language prompts. While ChatGPT offers various advantages, including natural language generation and scalability, it is important to acknowledge its limitations. We will delve deeper into the pros and cons of Chat Gpt in this section.

Advantages of Chat Gpt: (Mehta, 2023)
Natural Language Generation
ChatGPT's remarkable capability to generate coherent and human-like responses is a significant advantage. This feature proves its importance in such Customer service, chatbots, and language translation are just a few examples of applications where natural language is essential. By producing responses that closely resemble human conversation, ChatGPT facilitates mostly significant and appealing interactions with people, improving their pleasure and experience to the end user.

Scalability
ChatGPT's ability to handle a large volume of conversations simultaneously and generate responses swiftly is another advantage. For companies and organizations who refuse to use an automated customer service and language translation system it is the best ideal solution because of its scalability and work efficacy. By reducing the need for human intervention, ChatGPT enables faster response times and improved user satisfaction.

Customizability
Chat Gpt may be configured to do specific jobs or applications, such language the translation process or customer assistance, through changes to its initial learning data and algorithms. Because it assures that replies fit to each user's unique needs, this flexibility makes Chat Gpt a very flexible tool. Customizability helps businesses and organizations to offer more individualized client experiences, boosting customer satisfaction and loyalty.

Effectiveness
Chat Gpt has an ability to quickly generate responses and handle multiple discussions simultaneously which allows it to work on large amounts of information in a short period of time. In jobs like dealing with clients or translating between languages, where human participation can be tedious and costly, this efficiency is especially useful. ChatGPT helps companies and organizations increase productivity and profitability by automating these procedures to save time and resources.

Despite its advantages, it is very important to be aware of the drawback and Possible challenges related with ChatGPT. These disadvantages include potential biases in generated responses, sensitivity to input phrasing, and a lack of genuine understanding or contextual knowledge. Ongoing To try to address these issues and improve ChatGPT's overall performance and dependability, study and improvement are required.

Limitations of Chat Gpt: (OpenAI, 2023)

a. **Limited Dialogue Options**

Chat Gpt's conversations can feel constrained due to its reliance on a predetermined set of responses. This limitation can hinder users' ability to engage in meaningful and open-ended conversations, potentially leading to a less satisfying user experience.

b. **Challenges in Natural Language Processing**

Despite its sophisticated algorithms and training, there are certain chances that Chat Gpt may face problems during processing of natural language. It may have difficulty comprehending complex queries or interpreting the nuances of human language, resulting in responses that may be inaccurate or confusing.

c. **Lack of Contextual Understanding**

Chat Gpt lacks inherent context awareness, which means it may not fully grasp the text of a discussion. This limitation can lead to generate contextually incorrect responses that are irrelevant, requiring additional clarification from users to provide accurate information.

d. **Limited Domain Knowledge**

Responses by Chat Gpt are based on the information present in its data Impute, which may have limitations and its ability to address highly specialized or niche topics. Users seeking detailed or specific information outside of Chat Gpt's training domain may not receive satisfactory responses.

e. **Lack of Sensitivity to Emotional Cues**

While Chat Gpt is capable of producing replies that seem realistic, it is very difficult to understand emotional cues like sarcasm, comedy, or empathy. Because Chat Gpt lacks true emotional awareness, this may lead to incorrect or insensitive reactions.

It is significant to note that extensive research and development and projects are aimed at reducing these restrictions and enhancing Chat Gpt's functionality

Features of Chat Gpt: (Kalla & Smith, 2023)

a. **Automated Conversations**

By enabling automated chats, Chat Gpt enables users to communicate with a chatbot devoid of human interaction. Based on patterns and connections in its taught data, it can produce replies fast and precisely. It is a useful tool for companies and organizations who need automated customer support or language translation services because of its functionality.

b. **Enhanced Customer Service**

By giving prompt and correct answers to user questions, Chat Gpt dramatically enhances customer service. Since consumers can get quick support and help, this increases customer happiness and loyalty.

c. **Cost-Effective Solution**

By doing away with the requirement to hire human operators for customer support discussions, Chat Gpt provides a cost-effective solution. Businesses save a lot of money as a result, especially those managing a lot of client inquiries.

d. **Natural Language Processing**

Chat Gpt can comprehend and reply to inputs in natural language thanks to natural language processing algorithms. It understands and produces comments that resemble human speech, offering a natural and user-friendly interaction.

e. **Personalized Responses**

Chat Gpt may provide customized responses by keeping track of user preferences and configuring its replies accordingly. Users believe that the system understands and caters to their specific requirements thanks to this feature, which boosts engagement and satisfaction.

f. **Customizability**

By modifying its training data and methods, Chat Gpt may be tailored for certain activities or applications. Due to its adaptability, Chat Gpt may be used by corporations and organizations to customize its replies to meet their unique needs, making it a very flexible and adaptive tool.

g. **Scalability**

Chat Gpt has a great capacity for scaling and can manage several chats at once. This makes it ideal for applications that call for quickly and effectively processing large volumes of information.

h. **Language Translation**

Chat Gpt has the capacity to translate text across many languages, improving international conversation. It offers consumers a smooth and effective way to communicate across language boundaries since it can effectively translate text in real-time...

It's crucial to understand that GPT boasts these features, ongoing advancements and refinements are necessary to enhance its capabilities further and address its limitations.

Impact of Chat Gpt on different careers / jobs (Kalla & Smith, 2023)

A. **Educational**

Academics might undergo a transformation thanks to Chat Gpt by providing customized explanations and feedback to students, assisting teachers in grading assignments, and developing creative initiatives and tools. It can produce interactive games as well and intelligent tutors for personalized guidance and support.

B. **Cyber Security**

Significant progress has been achieved in the realm of cyber security thanks to Chat Gpt by detecting and preventing cyber-attacks. It can identify phishing emails, detect malware, and help create secure passwords, enhancing online security.

C. **Customer Support**

Chat Gpt improves customer support by offering personalized assistance and creating virtual agents that understand customer requests. It helps automate problem detection and resolution, leading to efficient and effective customer service.

D. **Healthcare**

Chat Gpt provides personalized assistance to healthcare professionals, offering automated systems that use patient history to deliver medical recommendations. It helps in detecting health problems, creates virtual agents for patient support, and enhances privacy concerns.

E. **Software Development**

Chat Gpt has transformed software development by integrating natural language processing capabilities, making applications more interactive and user-friendly. It enables developers to create advanced chatbots and apply AI and machine learning to their applications.

F. Jobs

New career prospects have been made possible by Chat Gpt in industries like AI and natural language processing. However, technology has also had an effect on already existent occupations, including those of customer support agents. While technology could eliminate some jobs, it also adds new ones, boosts production, and improves efficiency across a range of sectors.

G. IT (Information Technology)

Chat Gpt has revolutionized how we interact with technology, enabling the use of chatbots and virtual assistants in customer service, healthcare, e-commerce, and more. It has improved search engines, recommendation systems, cybersecurity, and data analysis.

H. Consulting

Chat Gpt has had a significant impact on consulting, allowing consultants to provide personalized services, collect data, automate tasks, and analyze large datasets. It enhances collaboration, knowledge sharing, and the delivery of accurate advice and insights.

I. Researchers and Scholars

Chat Gpt has transformed research in natural language processing and AI, facilitating the development and testing of new models. It assists in analyzing large volumes of text data and enables collaboration, data sharing, and access to diverse datasets.

It's crucial to understand that GPT brings significant advancements, it also raises ethical considerations and challenges, such as bias, privacy, and misuse. Continued research and responsible development are necessary to address these issues and maximize the positive impact of Chat Gpt in various fields.

Which jobs will get affected (Mehta, 2023)

A wide range of vocations and sectors may be impacted by Chat Gpt and comparable language models. Here are few instances:

Client support agents

Chat Gpt can automate some client interactions, which eliminates the requirement for live customer support agents. It can respond to typical inquiries, give rudimentary details, and help with

Troubleshooting

Writers of content and advertising copy may use language models like ChatGPT to create text and come up with ideas for a variety of writing assignments, including blog articles, product descriptions, and marketing copy. In some circumstances, this may affect the need for human authors.

Translators

Chat Gpt offers its services for translating texts from one language to another. While basic translation requests may be handled by language models, sophisticated and nuanced translations will still require human translators.

Virtual Assistants

Language models like Chat Gpt may function as virtual assistants, setting up appointments, responding to queries, and giving people information. In some positions, this can result in a requirement for fewer human helpers.

Researchers and Knowledge Workers

Chat Gpt offers researchers access to a wealth of knowledge, which might be helpful. Furthermore, helping with literature reviews. It may have an effect on various facets of research and knowledge work since it may also spark ideas and help with data analysis.

Tutoring and education

Chat Gpt may offer individualized learning experiences for pupils by engaging with them and responding to their inquiries. It may have an effect on the tutoring sector by giving explanations, giving examples, and helping with assignments.

It's crucial to remember that, despite the fact that language models like Chat Gpt can automate certain portions of these occupations, they cannot fully replace the knowledge, imagination, and empathy that come from people.

Many businesses still rely heavily on human workers, who can also offer the degree of comprehension and critical thinking that AI models now lack.

When will it affect the jobs? (Mehta, 2023)
Converse GPT, or analogous AI language models, has formerly started to impact colorful jobs and careers across different diligence. The goods have been conspicuous in certain areas since the deployment of AI- powered chatbots and virtual sidekicks in client service and support places.

These systems can handle routine inquiries, give introductory information, and help with common tasks, reducing the need for mortal involvement in similar places. Still, it's significant to highlight that the effects of AI on jobs and careers isn't invariant across all fields. Some diligences are passing more significant changes than others. Jobs that involve repetitious tasks, data analysis, or rule- grounded decision- timber are more susceptible to robotization by AI technologies.

The extent of the impact also depends on the specific job or task involved. While AI can automate certain aspects of work, it frequently complements mortal capacities rather than fully replacing them. AI systems exceed at processing vast quantities of data, feting patterns, and performing specific tasks efficiently. Again, mortal workers tend to retain rates like creativity, critical thinking, complex problem- working, and empathy, which are challenging for AI to replicate. It's pivotal for individualities to acclimatize and acquire chops that round AI technologies.

This might involve developing moxie in areas where mortal judgment, emotional intelligence, creativity, or complex decision- timber are essential. Also, gaining knowledge and experience in the development, perpetration, and operation of AI systems can produce new career openings. Overall, the impact of Chat GPT and analogous AI models on jobs and careers is an ongoing process, and it's important for individualities to stay informed, adaptable, and visionary in developing chops that are in demand in the evolving job request.

Conclusion
In conclusion, the GPT-3.5 architecture-based Chat GPT has established itself as a key development in the Natural Language Processing (NLP) discipline. It is a cutting-edge language model that can produce text answers that resemble human speech, allowing for more interesting and dynamic discussions between people and machines. The implications of Chat GPT are being seen in a many of disciplines and sectors.

The capacity of Chat GPT to produce natural language replies is one of its main advantages, making it appropriate for applications like customer service, online tuition, content production, and more. It may give targeted training, quick, individualized support, and aid with producing engaging, well-structured writing.

Chat GPT does, however, have certain restrictions. It may occasionally respond incorrectly or illogically, and it can have trouble comprehending queries that are difficult to grasp. Concerns concerning bias, the dissemination of misleading information, and lack of explain ability are also brought up by the usage of potent language models like Chat GPT.

The accuracy, dependability, and responsiveness of the model are actively being improved by researchers and developers. To improve Chat GPT's performance, techniques like fast engineering and reinforcement learning are being used. To reduce possible hazards and biases related to its usage, regulations and procedures are also being established.

In the NLP field, Chat GPT has enormous promise, but careful research and implementation are needed to assure its ethical and responsible usage. We may use the capabilities of this cutting-edge language model to build conversational systems that are more efficient, interesting, and human-like by addressing the problems and utilizing the breakthroughs linked to it. This will improve user experiences, revolutionize research, and open up new career possibilities across a number of industries.

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THE SIGNIFICANCE OF "FINANCIAL LITERACY" IN EMPOWERING INDIVIDUALS: A REVIEW OF RESEARCH STUDIES

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Abstract

Scholars employ secondary data sources to conduct an all-encompassing literature review on the subject of "Financial Literacy." By utilizing information amassed from various research papers and online resources, including existing literature reviews, the researchers aim to grasp the aims, tackle the problem, and present a lucid summary of pertinent research papers. The outcomes of this inquiry underscore the significance of Financial Literacy and the essential knowledge and factors individuals need to contemplate in effort to make well-informed financial choices. This investigative study enhances our deeper comprehension of "Financial Literacy" and its ramifications for individuals' fiscal stability, achieved through the scrutiny and amalgamation of secondary data sources.

***Keywords:** Financial Literacy, Financial Behavior, Financial Attitude, Financial Knowledge, Financial Decisions.*

Introduction

In today's world we are seeing that individuals are facing lot of problems for controlling their personal finances and ensuring long term financial stability. The central bank of India i.e. RBI organized survey on "Financial Literacy & Inclusion". The survey disclosed that there is an equal level of awareness of digital banking and knowledge among the people in India. The study examines various regions across the country, and they found that average score for both the segments i.e. rural and urban were 11.7 out of 21. However, RBI survey also indicated the importance of further improvement in knowledge about digital banking across all over the country. Research studies have shed light on effect of inadequate money management such as creating budget, borrowing, saving, investment in various financial instruments, and management of debt. All individuals including youngster's graduates, working women, and rural youth have been particularly affected by these challenges.

Several studies focused on specific demographic groups such as urban, youngsters, generation Y employees, working women and rural youth to gain insights into their "Financial Literacy" levels. Factors such as income, gender, education and social economic status have been found to play crucial roles in determining "Financial Literacy". Enhancing "Financial Literacy" has the potential to positively impact individuals' financial well-being – aid to economic growth, and foster a more inclusive and financially secure society.

To address the issue in "Financial Literacy" is essential for allowing individual to take knowledgeable financial choices, avoid financial pitfalls, and achieve financial wellbeing.

Literature Review

Agarwalla et al. (2013) explained the shrinking role of governments and employers in assisting individuals with their investment. This shift has increased the responsibility of individuals in handling their finance and protecting their financial future. However, poor "Financial Literacy" has been cause concern globally. Research has shown that less savings, bad investment decisions, and acquiring debt over a time of period by individuals. Even youngsters and graduates, have been heavily indebted due to loans and borrowings from credit cards. The study discussed on the "Financial Literacy" of youngsters in urban India and also examines the factors affecting their knowledge, behavior and attitude towards "Financial Literacy".

Sekar & Gowri (2015) examined the determining the degree of financial understanding into the employees in Gen Y in Coimbatore city, India. The research meant to explore how well informed these individuals were to take appropriate financial decisions and explained their sources of financial

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knowledge, as well as the challenges they faced in financial matters.

This study highlighted the need for financial knowledge due to complicated financial instruments, unawareness, and inadequate knowledge about financial matters. There is vary in "Financial Literacy" among individuals, and also gender gap played vital role in identifying "Financial Literacy" levels, High job security, uncertainty in income, and easily available consumption credit this factor influenced the financial behavior of generation Y employees.

This study addressed the gap in knowledge about "Financial Literacy" among individuals under the age of 35, particularly generation Y employees and focused to give the understanding of "Financial Literacy" in a diverse socio-economic context.

Gupta & Madan (2016) have given the level of financial knowledge between working women in digital era. The research has analyzed based on attitude, behavior and knowledge about finance. The study also examined the correlation between these three variables and the score of "Financial Literacy". The findings reveal that the average financial knowledge level of the respondents is significantly lower than 5, indicating a lack of understanding in financial concepts. The research highlighted the significance of enhancing "Financial Literacy" in working women, considering their susceptibility to various financial instruments as consumer.

Choudhari & Kamboj (2017) discusses the significance of "Financial Literacy" in today's globalized marketplace. Study focuses on the need for individuals to be furnished with mandatory financial knowledge and awareness in order to make the best manage of their finances. Researcher focused on the financial understandings of 500 participants from Haryana. They utilized a questionnaire developed by the OECD to access the financial understanding of the respondents. The findings indicated that only thirty percent of the sample displayed better "Financial Literacy" while many have only basic financial knowledge. Factors such as low income, income instability, and young age these socio demographic factors were related with deficient degree of "Financial Literacy".

Sudakova (2018) explores the issue of "Financial Literacy" (FL) and its significance in today's world. The author carried out a survey to study the level of financial understanding among the target audience. The survey disclosed that the target audience had less awareness of processes within the pension systems and bank products. According to a study, "Financial Literacy" programs are required to provide people the knowledge and skills they required to take wise financial decisions. The article also highlights the negative impacts of "Financial Literacy", such as high debt, becoming victims of fraud, and contribution to economic downturns.

Arya (2018) presented evidence from various surveys indicate that "Financial Literacy" in India was poor. The minor level of "Financial Literacy" and significant portion of the public remaining outside the formal financial system highlighted the need for financial education programs. Studies ranked India poor in terms of "Financial Literacy" as compared to other countries, with only around 35% respondents considered financially literate. However, despite the low knowledge levels, Indian displayed prudent financial behavior and a positive financial attitude. India encountered challenges due to limited resources and a lack of established banking relationships, which hindered informed financial decision-making for vulnerable groups.

Lusardi (2019) emphasizes the increasing importance of personal financial responsibility due to factors like longer life spans, strained pension systems, and changing job markets. It points out that "Financial Literacy", which includes knowledge, skills, and confidence in making financial decisions, is crucial but generally low worldwide. This inadequate level of financial knowledge can lead to poor choices and outcomes, particularly for vulnerable populations. To address this issue, tailored programs and initiatives are suggested for better financial education in schools, workplaces, and communities. The Director of Italian Financial Education Committee is mentioned as actively working on a nationwide strategic plan for "Financial Literacy". Overall, "Financial Literacy" is seen as necessary for individuals to handle the rigid financial landscape and should be treated as a fundamental right and universal need.

Joshi & Patel (2020) focuses on the financial knowledge of youth in rural areas in India and the need to prioritize their development as a key part of the country's growth. The study collected data from 29 villages using convenient sampling. The findings reveal that rural youth have limited awareness and usage off financial products beyond bank savings account. Gold and jewelry are preferred investment options. The awareness of other financial products, such as bonds, shares, mutual funds, is extremely low, as well as awareness about post office schemes. The research identifies gender and income as the main demographic factor affecting usage and awareness levels. Education plays a crucial role in increasing awareness of technical products like bonds, shares, and mutual funds.

Azeez & Akhtar (2021) aimed to assess in "Financial Literacy" among households in Aligarh district based on their degree of education. A "Financial Literacy" index was developed, consisting of indicators such as knowledge, behavior, and attitude towards finance. Primary data was collected from 500 samples in rural areas of Aligarh district. The results revealed a beneficial correlation among the level of education and "Financial Literacy". People with superior education level demonstrated higher levels of "Financial Literacy". The findings underscored the significance of continuous and sustained intervention from policymakers and other stakeholders to increase and maintain "Financial Literacy" in rural population.

Gautam et al. (2022) examined the relation between Financial Literacy and inclusion, and rural evolution in India. Author uses secondary information from 2 union territories and 29 states for year 2018 to 2020. The study developed two models to analyze the relation between financial inclusion, "Financial Literacy", and rural development. Study proposed that "Financial Literacy" plays a crucial role in promoting financial inclusion and rural development particularly in agriculture sector. The research suggest that banks and the government should prioritize expanding "Financial Literacy" as it is crucial for socio-economic development, promoting economic growth alleviating poverty, and improving banking services through infrastructure investment.

Tiwari & Yadav (2022) investigated the degree of "Financial Literacy" amidst millennial and Gen Z. Using structured questionnaire, the data were collected by 109 respondents. The study found that understanding about the financial products and market among millennial and generation Z is poor, with only 11% having excellent knowledge and 40% having moderate knowledge. In terms of investment, saving deposits, insurance, and FDs, are more popular choices, while overall 40% of participants invest in mutual funds and stocks. For creating "Financial Literacy" in millennial and Gen Z, the study highlights the televisions and internet as the most appropriate resources. The research emphasizes the significance of financial education and the role it plays in improving behavior and making the decision.

Objectives of the study

1. To comprehensively recognize the concept of "Financial Literacy," its significance, and the challenges associated with inadequate financial knowledge.
2. To explore the different factors that affect individuals' financial literacy levels, including income, gender, education, and socioeconomic status.
3. To analyze specific demographic groups, such as urban, rural, youth, working women, and generation Y employees, in order to better understand their financial literacy levels and behaviors.
4. To highlight the implications of poor financial literacy, including making bad investment decisions, accumulating debt, and becoming vulnerable to fraud.
5. To suggest potential interventions, such as developing tailored educational initiatives and programs, focused on enhancing financial literacy among different demographic groups.

Research Methodology

The research primarily relies on existing information that has already been collected by other researchers, news sources, and online materials. The study involves a thorough examination of past research papers, articles from news sources, and data available on the internet.

Key findings from secondary data analysis:

1. Financial literacy, the understanding of financial knowledge and their applications, is crucial due to its role in promoting informed decision-making, preventing debt accumulation, and protecting individuals from fraudulent schemes.

2. Income, gender, education, and socioeconomic status collectively shape individuals' financial literacy levels, influencing their capacity to effectively manage money and make sound financial decisions.

3. Examining urban and rural populations, youth, working women, and Generation Y employees reveals varying degrees of financial literacy, impacting their financial behaviors and outcomes.

4. Inadequate financial literacy contributes to detrimental outcomes like poor investment choices, debt proliferation, and susceptibility to financial scams, underscoring the require for improving financial education.

5. To address disparities in financial literacy, tailored educational initiatives emerge as potential interventions, designed to empower diverse demographic groups with the understanding of financial knowledge and skills to navigate their financial well-being.

Conclusion

The study examines various research studies in India and across the world that emphasizes the important of Financial Literacy and the factors that affects individuals' knowledge, behavior, and attitude towards their own finances. Considering the diverse socio-economic contexts and demographic groups studied. The scope of the research in this field is extensive. The research highlights requirement of financial awareness and the outcome of inadequate financial knowledge. Inadequate Financial Literacy leads to poor financial decisions, vulnerable to fraud, high debt burdens, and restricted access to formal financial systems, according to the findings. Even though addressing the inferior level of Financial Literacy, the study highlights opportunities for growth.

By identifying the gaps in knowledge, behavior, and attitude towards financial matters among various demographic groups, policymakers, educators, and financial institutions may develop initiatives and programs in order to make better financial education and to promote responsible financial decision-making. The study suggests that customized programs should be implemented in schools, workplaces, and communities that will improve financial knowledge, skills, and self-assurance. It is essential to investigate the role of technology and innovative strategies in enhancing Financial Literacy. Future research in financial education should concentrate on evaluating programme outcomes, analyzing teaching methods, and determining long-term effects.

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